MAD

No. 243 Dec. '83

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NUMBER 243 DECEMBER 1983

MAD

"Adam was lucky! He never had to listen to Eve talk about the other men she could have married!" —Alfred E. Neuman

WILLIAM M. GAINES *publisher* **ALBERT B. FELDSTEIN** *editor*

LEONARD BRENNER *art director* **TOM NOZKOWSKI** *production*
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JACK ALBERT *lawsuits* **ANNE GRIFFITHS** *logistics*
CONTRIBUTING ARTISTS AND WRITERS
the usual gang of idiots

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LETTERS DEPT.

TRASH COVER

When I saw another issue of MAD dirtying up my reading environment, I was ready to trash my magazine dealer. But then I noticed issue #241's slick cover and realized you'd spilled your guts getting this one afloat. My congrats to oil you guys.

Jon B. Slobins
Honolulu, HW

One question: On the cover of MAD #241, were the gulls swimming in oil or Ronnie Reagan's hair dye?

Aaron McAllister
Kirkwood, MO

I'm glad to see you guys finally put the UPC symbol in its rightful place on the cover of MAD #241. It ranks right up there with oil spills, radioactive wastes and all the rest of the garbage that only a mother like former EPA head Anne Gorsuch could love!

Dan Daetz
Sunnyvale, CA

I liked the cover of MAD #241 very much. But why didn't you have James Watt mixed in with all the other garbage?

Mike Carter
Aldie, VA

NASTY BUSINESS

The MAD Reader's Nasty Book
MAD Magazine

1 . . . is the only magazine that insists on dubbing its price "cheap", even though it increases every few months.
2 . . . takes advantage of clods by selling paperbacks containing garbage from past issues . . . that wasn't any good in the first place.
3 . . . has a publisher that could use a haircut . . . and a shave . . . and a bath . . . and a diet . . . and a . . .
4 . . . put the film industry back to its earliest stages by sponsoring the flop film "Up The Academy".
5 . . . has not sold an Alfred E. Neuman "What—Me Worry?" full color portrait ever since it started using those idiotic sale pitches on the Letters Department page.

Claude D'Allair
Kapuskasing, ONT

POLITE, BUT WEIRD

Thank you for publishing this letter.

Jeff Mirrione
Hollister CA

YOUR MONEY BACK!

That's right! If you're not absolutely satisfied with your ready-for-framing (or wrapping fish) full-color portrait of Alfred E. Neuman, MAD's "What—Me Worry?" kid . . . tough!! You can console yourself with the fact that you've put YOUR MONEY BACK . . . into circulation! So act now and help the economy! Send 60¢ for one, $1.25 for 3, $2.55 for 9, $5.15 for 27 or $10.35 for 81 to: MAD, 485 MADison Avenue, N.Y., N.Y. 10022.

The Grand Rapids Press, Wednesday, June 1, 1983 ★ ★

Robbery Reaction: What, Me Worry?

A man trying to hold up a Belmont gas station while wearing an "Alfred E. Neuman" mask Tuesday night apparently couldn't get the clerk to take him seriously, and fled without any money.

Kent County Sheriff's Detective Robert Start said the clerk at

STOLEN MATERIAL

During my 28 years of reading, enjoying and collecting MAD, I have never written you. However, I couldn't resist sending you this article from the June 1, 1983 edition of "The Grand Rapids Press". Obviously, this free-enterpriser has a lot of iMADgination!

William Beaute
Grand Rapids, MI

"THREE CORNER PITNEY"

My dormmates and I here at the University of Tennessee at Martin were thrilled with "Three Cornered Pitney". Being devout fantasy gamers, we immediately constructed a Pitney board and gathered all the necessary equipment. (The U.T. Biology Department was more than cooperative in supplying the fox terrier crania.) Seventeen farnies and 51 vimmerts later, our enthusiasm has spread campus wide. We are proud to announce that Martin, TN now has the first official chapter sanctioned by the National Three Cornered Pitney Association. As Supreme Chief Honcho (and on behalf of the 43 other "Pitnics"), I was wondering if Tom Koch could supply us with rules governing team and intramural competition? May your wirtlings forever roll kitchenward unobstructed.

Albert Whited
Hendersonville, TN

We, the surviving members of the West Omaha 43-Man Squamish team salute Tom Koch for his new "Three Cornered Pitney" game, which has proved much safer to play than Squamish. But Pitney does have a drawback. After building the first table, we had nine players left over (from the surviving 28), four Deep Brooders, four Shallow Brooders and the dummy. Since the dummy said he would play with nobody but himself (No surprise to us!) we quickly devised "Two Cornered Pitney" for one and eight players.

John Hufford
"Offensive Nibling"
Omaha, NE

Your "Three Cornered Pitney" game was great, but I'm waiting for the advanced version.

Nathan Kreitzer
Porterville, CA

Thank you for coming up with "Three Cornered Pitney". I needed a way to unwind after playing "43-man Squamish".

Lisa Schwender
Baltimore, MD

I was wondering: Could the six Wirtlings in "Three Cornered Pitney" be replaced by six Pritzs from "43-Man Squamish", if I remove the Blue Jay feathers?

Jon Hastings
Somewhere, USA

No.—Ed.

PUNCH-LINES

After me and my friends read "A MAD Look At Lines", we formed a line to the garbage can to throw away our copies of MAD!

Mat Bovxt
Syosset, NY

LIKE FATHER, LIKE DAUGHTER

Twenty-some years ago my father wrote the checks for my subscriptions to MAD. Now I'm doing it for my daughter. The sins of the fathers are visited on the sons and also the daughters!

Howard Gradet
Baltimore, MD

PROFILES ENCOURAGED

After reading your magazine for over 20 years, just one question comes to mind: Does Alfred E. Neuman have a profile?

John Davis
La Puente, CA

Of course Alfred has a profile! It's always by his side!—Ed.

MISSING

In looking at past issues of your magazine, I've noticed the disappearance of the famed "MAD Zeppelin". What happened!?!

J.D. Reagan
Muskogee, OK

The MAD Zeppelin was lost over the Falkland Islands last year when the British and Argentines joined forces to blast it out of the sky. There were 5,986 known survivors.—Ed.

"SQUARE PEGS"

In my opinion, being satirized by MAD Magazine is just about the ultimate compliment "Square Pegs" could receive.

Anne Bearts
Producer, "Square Pegs"
Burbank, CA

We thought being cancelled by CBS was.—Ed.

IN A WORD

SCHMUCKS!

Richie Bard
Parksville, NY

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	YES	NO
1. Are you scoring with the top 10 of your class	( )	( )
2. When you're put to the test, do you rise to the occasion—rather than fail miserably	( )	( )
3. Do you enjoy all-night cramming—rather than boning up every day	( )	( )
4. Do you reject the belief that matriculation can make you:		
(a) Go blind	( )	( )
(b) Go crazy	( )	( )
(c) Grow hairy palms	( )	( )
(d) All of the above	( )	( )

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- ☐ **DON MARTIN** Grinds Ahead
- ☐ **DON MARTIN's** Captain Klutz II
- ☐ **DAVE BERG** Looks at the U.S.A.
- ☐ **DAVE BERG** Looks at People
- ☐ **DAVE BERG** Looks at Things
- ☐ **DAVE BERG** Modern Thinking
- ☐ **DAVE BERG** Our Sick World
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THE LAST SUPER DEPT.

Did "Superman I" drag a little? A little...?!? And did MAD's satire of that first film drag even more? Are you kidding...?!? And how about "Superman II"? It made you a little bit drowsy, didn't it? And the MAD take-off of that film?? Close to Dullsville, right? Well, get ready for

STUPORM

Hey, what's all this **confusion??** Are they trying to show what **Metropolis** is **really like...??**

No... they're trying to show what **old vaudeville routines** are really like!!

That **Stuperman** is **absolutely wonderful!** He can solve **any problem!!**

Good! I'll ask him about **my Son!** He's going with a **girl** who's **not** of **our religion!**

I'm talking about problems of **life** or **death!!**

So am I! If he **marries** her, I'll **kill myself!**

Gee, Miss Kidding! I heard that you're only doing a **CAMEO PART** as **Lotus Lain** in this film! **Why** did you decide **that??**

Hey, **I** didn't decide it! The **Producers** did ...right after I told them how much **money** I wanted for a **full-size role!**

I also **WARNED them** that the film **wouldn't be the SAME** without **me!**

And **what** did they **say...?**

They **agreed!!** They said it would be **better!**

TATTOO PARLO

TATTOOING WHILE YOU WAIT

OPEN

SUPERMAN

KATZ DELI

PRESS

UNEMP CEN

YOU COULD

"Superman III"—the ultimate sleeping pill... and the following satire of it...which should singlehandedly transform the whole shebang into

ANTZZZ

Sorry, but you're **no longer eligible** for **Unemployment Payments**, Mister!

You mean you're **cutting me off without a cent?!** What do you call **that??**

"Reaganomics"...!!

UNEMPLOYMENT OFFICE

CUT EVERYBODY

ARTIST: MORT DRUCKER WRITER: STAN HART

How long have you been **out of work?**

How come you **can't** find a **job...?!?**

Oh, **yeah?!?** Like **WHAT?!**

Look at all the **slapstick** in this opening scene! I **thought** this was supposed to be **"STUPORMAN III"...!**

Since **June** of **1973!**

'Cause there are SOME things I just won't stoop to doing!

Like **LOOKING for one!!**

It **is!!** The **"III"** stands for **"Larry, Moe and Curly"!!**

126

Daily F

124

CHEMICAL BANK

I LOVE TO CALL MY KIDS COLLECT.

SAY WHEN!

DO YOU KNOW ME?

GUCCI

ZIGGY

Hey! Look at **that!!**

"Big Money" is for **ME!**

And I **like** the **School Motto:**

" Close Cover Before Striking!"

EARN BIG MONEY AS A COMPUTER PROGRAMMER ENROLL NOW IN THE ACME COMPUTER SCHOOL

YOU HAVE ALREADY MET YOUR MATCH

CLOSE COVER BEFORE STRIKING

I'm just **too ignorant** to learn this stuff!

Nonsense! I **know** you can do it! Just **concentrate!** Now, the symbol on **this** key is for the **"Cursor"**, and the symbol on **this** key is for the **"Shift"**! Any questions...??

Yeah! What are the weird symbols on **these** keys...?

Letters of the **alphabet!** Maybe you **DO** know yourself better than I do!

There's a **reunion** of my **High School Graduating Class,** Chief...and I'd **like** to do the **story!**

Well, they're **going** to have **lots** of **fun!**

The **fun** is at **my expense!!** The **scoffing** and **mocking can't really start** until **I arrive!!**

Yecch! What kind of an assignment is **that...?**

So?! Why do **YOU** have to be there?!?

Everybody... **run for your lives!** The **Chemical Plant** is **on fire!!**

Why panic?!? An **Official** from **"The Environmental Protection Agency"** just **assured us** that there is **positively no danger!**

You **just answered** your **own question,** Fellah!

CHEMICAL PLANT

INSPECTED YESTERDAY

DOW CHEMICAL JONES

WHAT A SCOOP, MR. YOUTT!

I **froze** a **nearby lake** by **blowing** on it! **Now,** I'll hold it **over the fire,** let it **thaw,** and the **rain** will **put out the fire!** A **perfect solution!**

Yeah, Stuporman, **perfect...**

...if you don't mind being **bombarded** by **thousands of dead fish!!**

The **change** I made in just **TWO WEEKS** is **absolutely amazing!!**

You mean going from a **computer illiterate** to a **"Qualified Programmer"?!?**

No, I mean going from a **street-wise hustler** to a **middle management "Oreo"!**

WEBSTO IND. INC.

Gee, Luna —do you remember the **last** time we danced together?

How could I ever **forget!** My **foot** was in a **cast** for **months!** Cluck ...have you ever been **in LOVE?** I mean, have you ever been **with** someone, and **together** you made the **Earth SHAKE and TREMBLE?!**

Actually, I **usually** do **that** by **myself!**

Poor guy! And at **YOUR AGE!**

I **don't** think you **understand!**

SMALLVILLE HIGH

WELCOME CLASS OF 1965

You **fixed** my **computer** so you could **embezzle $80,000** from my **company!** I guess you think you're **very clever!**

Not really! Otherwise ...you **wouldn't** have **CAUGHT me** in less than **five minutes!**

I can **use** your computer talent to **DESTROY** this country ...**piece** by **piece!**

That's cool! But when you get to the **piece** that's marked **"The Inner City,"** you'll find that **someone** has **beaten you to it!**

DP

Dr. Rat FROG LEGS

Now, **here's** my **plan!** I want you to **tap into** the **computer** that **controls** the **Weather Satellite** and **re-program it** so that it creates **tornadoes** and **torrential rains** in **Columbia!** That will **ruin** the **coffee crop,** causing a **world-wide shortage!** Meanwhile, **I'll** have **cornered** the **market** in **coffee!**

That's cause **nobody** can **understand it!!**

I **hate** to ruin his **fun**...so I **won't tell him** that the **Weather Satellite** only **REPORTS** the weather, it **doesn't CONTROL it!!**

Ha-ha-ha! **Nobody** can **stop** my **plan!!**

Mmm! Now that we're **alone,** Cluck... I wonder if **you're** as excited as **I am!**

Uh—**of course,** Luna, **Excuse me,** I'll be **right back!!**

Poor darling! Someday, you'll find out that sex is even **more fun** when you have it with **another person!**

Gee...I **know** the Government **gives subsidies** to **discourage excessive harvesting,** but who'd think they'd get so **tough** about **enforcing it?!**

The satellite caused a **tornado,** but **Stuporman dispersed it!** Then... after the **torrential rains**...he **dried up** the **entire coffee crop** with his **breath!** What could I **do...?!?**

He's **unbelievable!** We've got to **stop** him! **THINK...!!** What single thing will **finally get rid of Stuporman once** and for **all?!**

If they make **"Stuporman IV"** ...**THAT** will do it **for sure!**

You're **right!!** But **KRAPTONITE** will be **faster!**

...and **any man** who wears **skin-tight leotards, red booties** and a **cape...** and **doesn't** ask me for a **date**...is an **all-right guy** in **my book!** Here!!

Wait'll he gets a jolt of that **"Industrial-Strength" Kraptonite** we made in the lab!!

SMALLVIL SALU STUP

I **feel** so **strange!** As if I'd **enjoy** doing **mean, rotten, nasty things** to people! What's to **become** of me?

You could **always** become a **High School Principal!**

Stuporman...!! What do you think you're doing?

Hey, I saved your goofy kid's **life, remember?!?** So what say we do some **"huffing"** and **"puffing"** in **earnest**...huh...??!

I thought you were **different** from the other horny guys in this town!

I **am!** I'm **SUPER horny!**

...and the **town bridge** is **about to collapse...**

Listen! You've **got** to get over to that **bridge,** Stuporman!!

What's the **rush?** I'll **cross** that bridge when I **come** to it!

KENT SATISFIES BEST

10 20

Rome, Italy—The world was **shocked** today when it became apparent that **Stuporman** has **turned nasty!** This morning, at the Vatican, he **hand-buzzed the Pope** as he was being—

VATICAN CARDINALS vs. ST. LOUIS CARDINALS

BZZZ

New York, N.Y.—Stuporman's **rottenness** campaign **continued** today at the **U.N.** where he placed a **whoopee cushion** on the **seat** of the **Secretary General**—

HEH! HEH! HEH!

Washington, D.C.—Stuporman's **latest outrage** in his **campaign** of **rottenness** occurred yesterday when he **mooned** the **White House** while **Nancy** and **Ron** were—

Gee... Stuporman looks so **terrible!** He's **dirty** and **unshaven!**

Kinda makes you **wonder,** don't it?!

About **what** could have **happened??**

No! About what kind of **razor** a **barber uses** to **shave** a **"Man of Steel"!**

Daily Planet

METS LOSE

Here are my **plans** for the **ultimate computer!** It'll be the **electronic marvel** of our **age!**

What will it **do...??**

It'll **give back your quarter** when the **video game** is over!

I'm **so glad** we **met,** Luralied! When I'm **with** you, I **can't control myself!**

You're gonna have to **try,** Stuporman! The **last** time you **kissed me,** you **sucked** my **lips** right **off** my **face!**

There's a **moral** to all this! Once you start **enjoying sex,** you're on the road to **ruin!**

You **believe** that?!?

No...but I sure hope my **Daughter** does!

BAR

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Gi me nother —hic — **drink!**

No way, Pal You have **had enough!**

Ahhh g' my buddy a drink!

Forget it! It's **bad enough** we got slobs **DRIVING** around drunk! Just imagine how **dangerous** it'd be with **this** c own **FLYING** around drunk!!

Wh wh who **are** you?

Huh ..??

It's **also** highly **confusing,** since it has **absolutely nothing to do with** the **Kraptonite** that **caused** my condition in the **first** place!

I am the **inherent "GOOD"** in you Stuporman! I am going to **fight you** for your **soul!**

This scene is **highly symbolic!**

Now you can be cosy in a **compact car...** *Ha-ha-ha!*

Look, Kentt! **No hands. .!**

THAT does it!

I don't mind a guy trying to **beat my brains out!** But when he **breaks my glasses,** I get **sore!!**

This **symbolic encounter** illustrates that **"GOOD"** can **triumph** over **"EVIL"!**

But only if **"GOOD"** can be **more violent** than **"EVIL"!** That's **some moral** for the **kiddies!**

How can you **DO this** to the **Grand Canyon?!?**

Because the **Grand Canyon** is run by the **Department of the Interior,** which is run by **Sec'y James Watt!!**

Yeah...!!

So. ??

So **he** doesn't give a **damn** what **big business** does to **public lands!**

SO WATT!

Hey, baby it's me .your **Daddy!!**

Aren't you a little **confused** as to **WHO** the Father of this computer **really** is?!

Nope!! I'M the **Father You're** the **MUTHA!!**

Oh-oh! Here comes **Stupor-man!!**

Gee... how come this action sequence looks an awful lot like a COMMERCIAL for an ATARI VIDEO GAME?!?

...Let me ask you—who released this movie??

Warner Brothers!

Good!! And who owns Atari??

Warner Communications!

And why is MAD doing a satire and publicizing this bomberoo instead of doing another, more important movie?

Don't tell me Warners owns THEM, TOO!? Oh, wow!

...Let's see if mighty Stuporman can escape our new MX Missile!!

Gee, I know President Reagan is having trouble deploying the MX Missile, but giving it to Private Industry may be carrying Free Enterprise just a little bit too far!!

Hi, Stupe. Remember the night we first met...? When are we going to do it again?!?

Sorry... but I was different, then! Now, I want nothing to DO with you!

And after all the TROUBLE I went to...!!

Uh—what KIND of trouble??

Do you have any idea how many BIRTH CONTROL PILLS a girl has to take to prevent a Super Baby?

Look at that! The computer is creating its own Kraptonite—and its killing Stuporman!

...ve got to save him!

How come you're switching SIDES all of a sudden?!?

Cause the "GOOD" in my "EVIL" is stronger than the "EVIL" in my "GOOD"! It's just like the moral struggle my IDOL recently fought!!

You mean Stuporman??

No DARTH VADER!

BAM!

Goodbye, and good luck!

Gee, Stuporman... ain't you gonna put me in jail, or punish me for all the ILLEGAL THINGS I did throughout this picture?

No...because we believe in something even more important than "Justice"!

"Forgiveness"??

No, "MONEY!" If we give you what you deserve, we run the risk of losing a huge source of income for us. The BLACK AUDIENCE!!

Leave it to Lotus to go on a vacation in Bermuda... and come up with a big expose on corruption in the Caribbean! It's amazing!

It's MORE amazing when you consider that Bermuda is nowhere NEAR the Caribbean!

I wonder how Stuporman made that giant computer blow up?

They'll never know that all I did was feed it the PLOT and DIALOGUE of this movie which over-loaded its LOGIC circuitry! Actually the poor computer BARFED ITSELF into oblivion!!

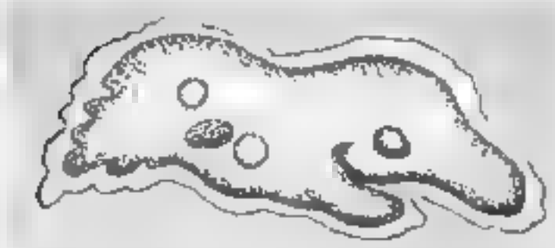
BS.A.T. DEPT.

Thinking about what career to get into? Wondering whether or not you'll fit in? Well, here's the first in a series of tests designed to help you choose your future line of work. Mainly, discover your true abilities by taking...

MAD'S APTITUDE TEST NUMBER ONE

WILL YOU MAKE A GOOD DOCTOR?

1. You are a surgeon who is operating on another doctor's patient. Through a mix-up of X-rays, you remove the patient's kidneys instead of his appendix. Who should take responsibility?
   A. You, if you have good malpractice coverage.
   B. The other doctor, if you have a sharp lawyer.
   C. The hospital, if both of you have sharp lawyers.
   D. Any of the above.



2. You should be able to tell that the above is:
   A. A white blood cell.
   B. A streptococcus germ.
   C. The 4th green at Rolling Hills Golf Course.
   D. All of the above.

3. Complete this sentence: You should study to be a specialist, because _____.
   A. Unlike GPs, you don't have to mess with low income-producing ailments such as head colds and sore throats.
   B. A fancy title like cardiologist or dermatologist by itself jacks up your income 100%.
   C. Only another specialist in your exact same field can tell when you botch up a diagnosis.
   D. All of the above.

4. Complete this sentence. You should study to be a GP, because _____.
   A. You can refer cases to a specialist and split his fee.
   B. You get to try out a lot more new and different fun drugs and see what happens.
   C. You can collect more of those little $20 and $30 office visits in pocketable tax-free cash.
   D. All of the above.

5. While being examined in his doctor's office, a patient goes into shock. The most probable cause is:
   A. The doctor kept him sitting only five minutes in the waiting room.
   B. The doctor is giving advice to another patient by phone, instead of making him come into the office.
   C. The doctor wrote out a prescription that was totally legible.
   D. All of the above.

6. Complete this sentence: A proper "Bedside Manner" is _____.
   A. Seeming concerned about a patient's ailment while all the time trying to figure out if the I.R.S. will allow the business deduction you took for both your Cadillac and souped-up Alfa Romeo.
   B. Asking friendly questions about a patient's job in order to get a line on his income bracket so you can take him for the maximum fee he can stand.
   C. Making a hospital patient believe that the 30 seconds of chitchat you spend with him each day is evidence of your deep personal concern.
   D. Any of the above.

7. When a doctor runs a series of tests, he can be reasonably certain that they:
   A. Will be inconclusive.
   B. Are unnecessary.
   C. Will cost the patient a minimum of $100 in lab fees.
   D. All of the above.

8. As a doctor, it will be helpful for you to be connected with a top-rated hospital. Why?
   A. The comfy Doctor's Lounge is a great place to hide out in when you're ducking those pesky emergency calls.
   B. Just the mention of the hospital's name can often net you a 50% increase in the size of your fee.
   C. Walking through the halls in a white coat and a stethoscope around your neck and hearing yourself being paged is a groovy ego trip.
   D. All of the above.

9.

As a doctor, you discover this auto crash victim on the highway. Your first concern is to:
   A. Do nothing until you have proof of his ability to pay.
   B. Do nothing until he signs a release stating you won't be sued for malpractice.
   C. Tell him to drink plenty of liquids and call your nurse for an appointment.
   D. Any of the above.

10. When a doctor is unable to pinpoint an ailment, which of these cop-outs is most effective?
   A. "I'd explain what you've got, but it's so technical you wouldn't understand it."
   B. "It's too early to tell."
   C. "It looks like nothing, but if it's still bothering you next week, call up for another appointment."
   D. Any of the above.

SCORING

If you answered "D" to all the questions, you have the ability to make a fine Doctor.

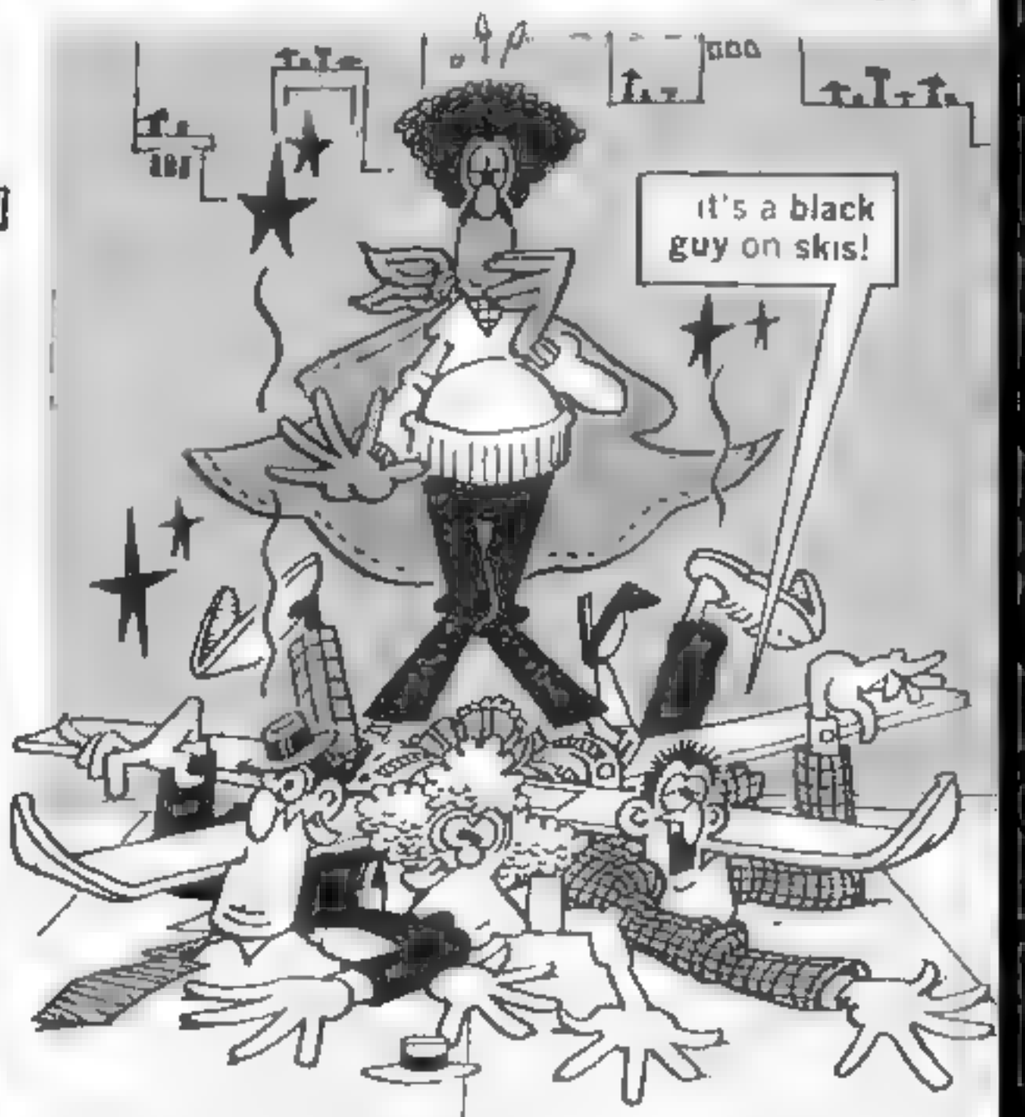
ARTIST GEORGE WOODBRIDGE
WRITER· FRANK JACOBS

CLIP SERVICE DEPT. PART I

DON MARTIN'S

SUPERMAN III

SKWA-BA-DAP!



OUT-TAKES

You're the bad side of me...?
That's right! And only one of us can survive!

Maybe that's true, but bzzzzzz bzzzzzz bzzzzzzz

This double-dating with Lana is a great idea! But I haven't seen Clark Kent for a while!
Uh... who's Clark Kent, Lois...??

Hey! Superman is stopping the oil spill by welding the tanker's hole with his THERMAL X-RAY VISION!!
SIZZLE
SITZ
SIZZATS

GOOMA-DOOM

KIDS AND MAKE-UP DEPT.

For years, cosmetics manufacturers have been conning women into spending millions of dollars on beauty aids. And when it was time to develop a new market for their products, they only had to look as far as the men. Well, now that it's time to ex-

COSMETICS

DATE GIRLS TWICE YOUR AGE

AND NEVER WORRY AGAIN ABOUT BEING ASKED FOR AN I.D. WHEN GOING INTO BARS OR "X"-RATED MOVIES!

From the makers of "Thick Lash Mascara For Women" comes a product for boys who want to look like men. Turn that fuzz on your upper lip into a sexy, girl-getting moustache in a matter of seconds...with..

THICK STASH

THE ENHANCER OF THE POTENTIAL THAT'S RIGHT UNDER YOUR NOSE

NOW...YOU CAN SMELL LIKE A HE-MAN!

Hey, guys, does your date giggle whenever you try to kiss her because you've got "bubblegum" or "life saver" breath? Well, now you can end all that kid stuff with

NIC-TAR

THE NEW BREATH UN-FRESHENER

Spray "NIC-TAR," and in less than a second your breath will smell like you just finished 2 packs of cigarettes!

HE-MAN

AND COMING SOON FROM "NIC-TAR"—TWO NEW FLAVORS OF MEN'S BREATH

"SIX PACK"

for that macho "beer breath"

"HAVANA"

for that manly "cigar breath"

REMEMBER, YOU DON'T HAVE TO SMOKE OR DRINK TO SET HER ON FIRE! JUST SPRAY

NIC-TAR

AND SET A "MAN'S" MOOD!

FOR THE 14-YEAR-OLD BOY WHO WANTS TO LOOK 21...

COMES THE NEW...

...the space-age formula that goes on like shaving cream...with one important difference—when you wash it off, your usually silky-smooth face looks like it has "5 O'clock Shadow"!

BEARD-ON

Before using "BEARD-ON"

After using "BEARD-ON"

ANOTHER FINE PRODUCT FROM GUF* INDUSTRIES

*GROW UP FAST

pand their market again, who's left? Just the kids! So, while adults are spending big bucks trying to look younger, we think there's a fortune to be made convincing kids they can look older. In other words, get set for the big push from makers of

FOR KIDS

ARTIST: BOB CLARKE ▪ WRITER: DICK DE BARTOLO

GIVE MOTHER NATURE A HELPING HAND!

If grey hair separates the men from the boys, what sign of age separates the girls from the women? If you answered, "Age spots!" score yourself 100%! And if you want to score 100% with older guys, here's how you young girls can develop those mature "age spots" in just about no time at all! Simply use

BEFORE APPLYING "POURSOMONNYA"...

AFTER APPLYING "POURSOMONNYA

POURSOMONNYA AGE SPOT CREAM

...and watch those "age spots" suddenly appear before your very eyes!

It only takes a few age spots for him to notice your age—and make his move! But you have to make your move first! And that move is easy! Buy a bottle!!

GIRLS... WHAT KIND OF PERFUME DO YOU WEAR? IS IT "BABY STUFF" LIKE "PEACHES AND CREAM" OR "DAISY PETALS" OR "ICE CREAM SUNDAE"? DO YOU WONDER WHY THE OLDER GUYS JUST SNIFF... AND TAKE OFF? WELL, ALL THAT'S OVER BECAUSE

MAX FACTORY

Introduces

3 NEW FRAGRANCES

TO MAKE A YOUNG GIRL SMELL LIKE A WOMAN!

"NINE-TO-FIVE"

..that makes you smell like you just put in eight hours at a busy office!

"FRENCH CONNECTION"

...that makes you smell like you just had a meal in France instead of a pepperoni pizza at Vito's.

"JOCKETTE"

...a fragrance that says, "I just finished four games of tennis!" instead of four games of hide and seek!

IN THIS AGE OF INSTANT EVERYTHING...

WHY NOT BECOME A WOMAN... INSTANTLY!

GIRLS! WHAT DO THE GUYS ON THE FOOTBALL TEAM LOOK FOR?

SILLY YOUNG GIRLS...OR OLDER WOMEN?

Yes, that's right! Today's football hero looks to the older woman! But now...no matter how young you are ...you can start looking older immediately with the latest wrinkle in kids' cosmetics...

MS. WRINKLES

Apply it in the morning, and in just a few short minutes, tiny lines of character and maturity start to appear around your eyes and lips! Suddenly, your whole face says, "I've been around! I know what I'm doing! And most of all... I know what I want...!"

(Of course, different faces say different things! So we can't be responsible for exactly what yours says!)

SO DON'T ASK ANYONE'S PERMISSION! BE GROWN UP RIGHT NOW! GO OUT AND BUY...

MS. WRINKLES

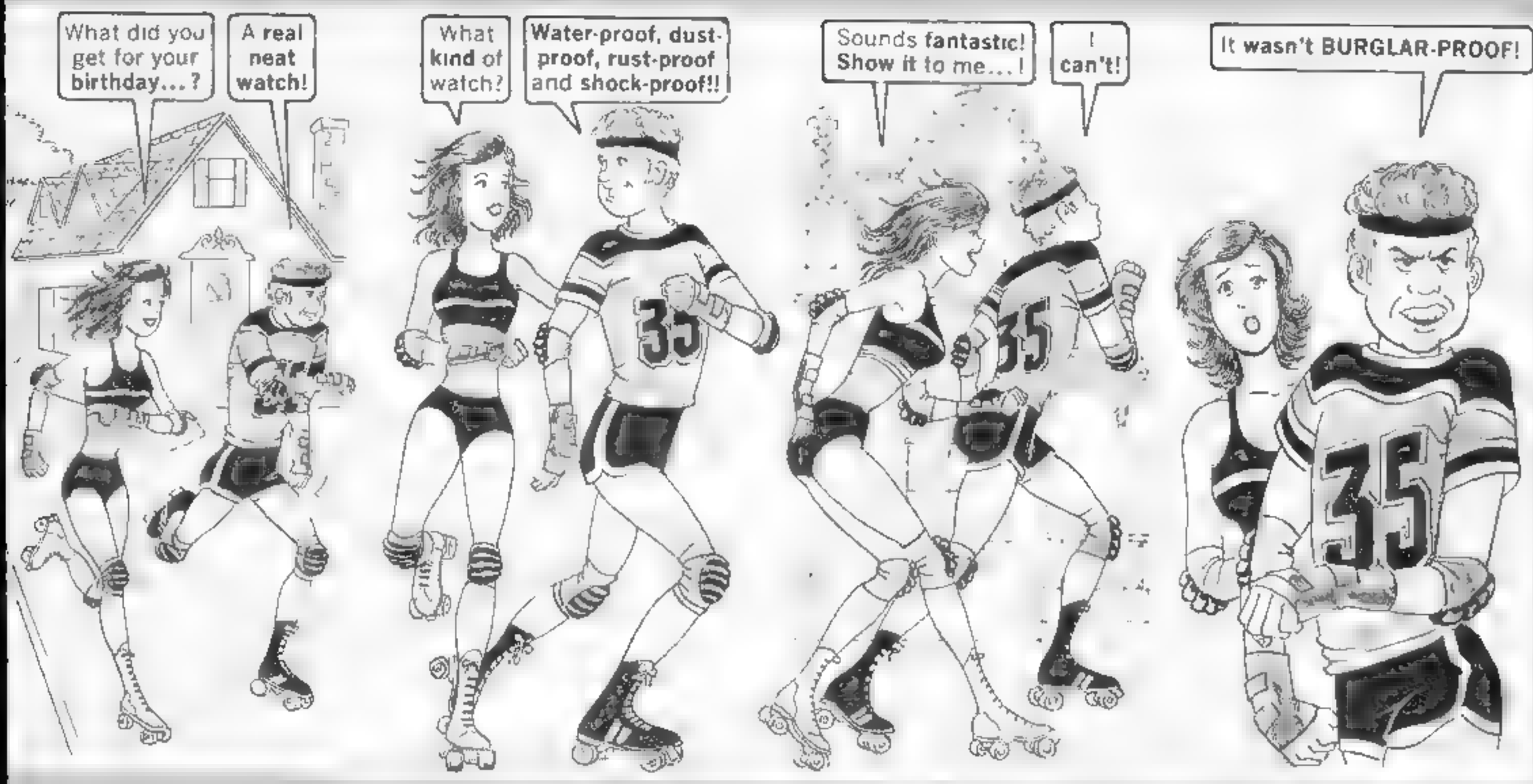
BREAKING THE ICE

Wow, Pop... look at that cute girl! I sure would like to meet her, but I'm just too shy!
Listen to your old, experienced Father, Son. Here's how you break the ice
You go over to her and you say, "I beg your pardon, Miss... but didn't you and I go to SCHOOL together?"
Uh... I beg your pardon, Miss...
Yes? What is it...?
...but—uh—didn't you and my Father go to school together??

BERG'S-EYE VIEW DEPT.

THE LIGHTE

BIRTHDAY PRESENTS


What did you get for your birthday...?
A real neat watch!
What kind of watch?
Water-proof, dust-proof, rust-proof and shock-proof!!
Sounds fantastic! Show it to me...!
I can't!
It wasn't BURGLAR-PROOF!
35

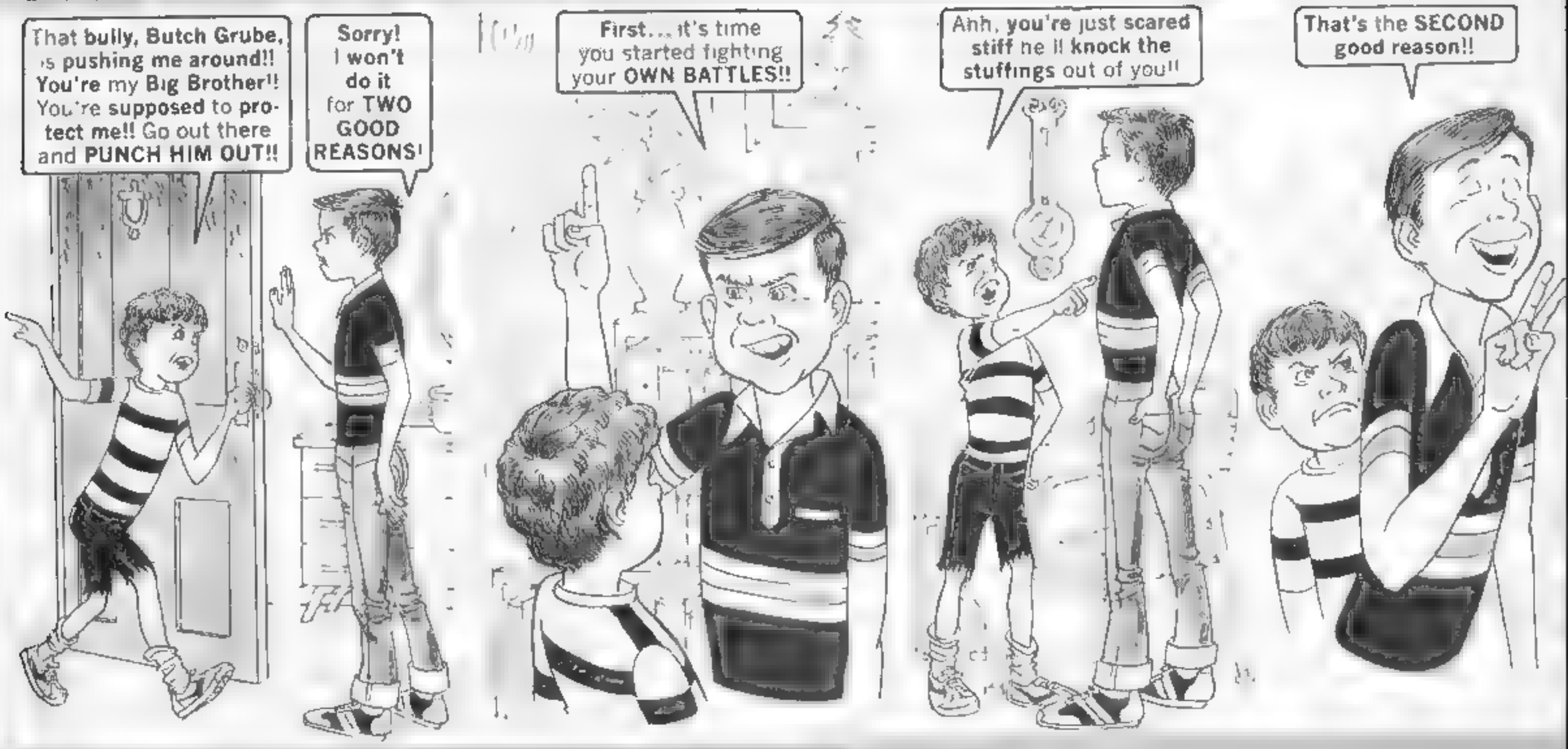
PLAYING GOLF

Oh-oh...! You're in a sand trap! For that, you'd better use a NINE IRON!
Now you're on the fairway! For that, you'd better use a FIVE IRON!
Listen! If you don't stop telling me what IRON to use, I'm gonna hit you over the HEAD with one!
For that, you'd better use a THREE IRON!!

R SIDE OF...

ARTIST & WRITER
DAVE BERG

REMAINING NEUTRAL


That bully, Butch Grube, is pushing me around!! You're my Big Brother!! You're supposed to protect me!! Go out there and PUNCH HIM OUT!!
Sorry! I won't do it for TWO GOOD REASONS!
First... it's time you started fighting your OWN BATTLES!!
Ahh, you're just scared stiff he'll knock the stuffings out of you!!
That's the SECOND good reason!!

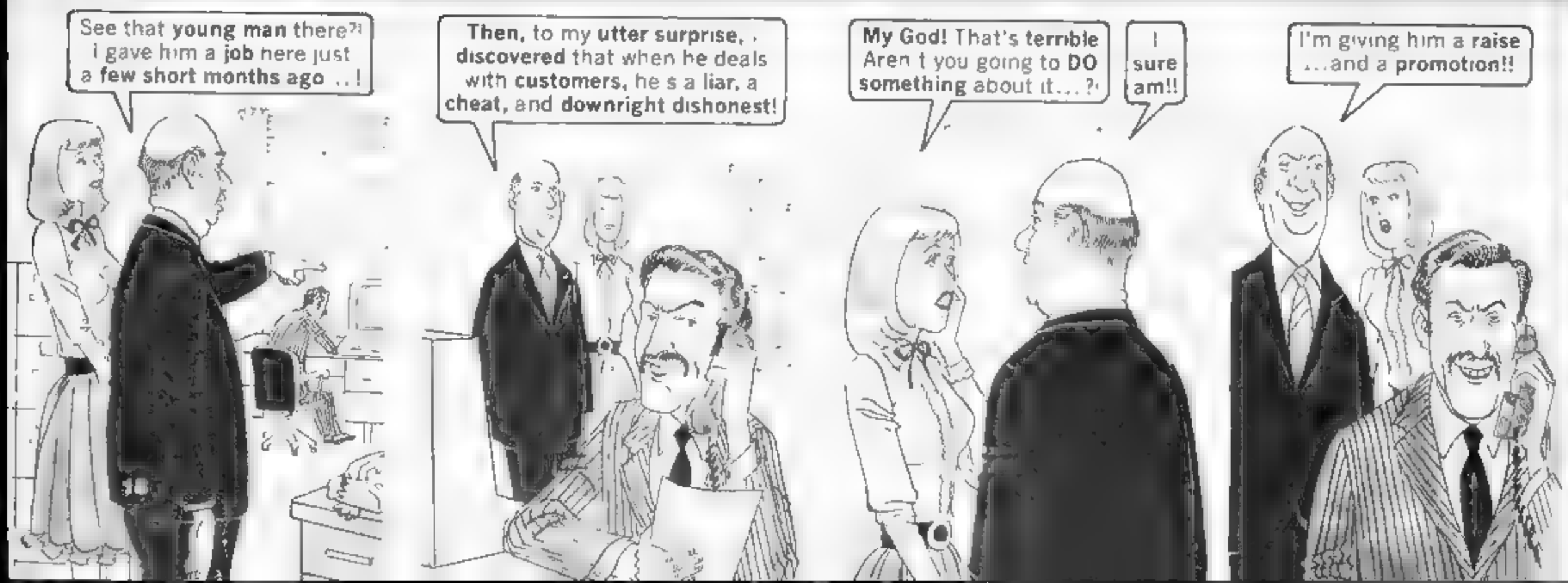
SERVING DINNER

Here's your dinner!
Oh good
Hey!! That's GROSS!! You've got your hand on the meat!! What kind of a way is that to serve a steak... ?!?
A safe, SANITARY way
I didn't want it to fall on the floor . AGAIN!!

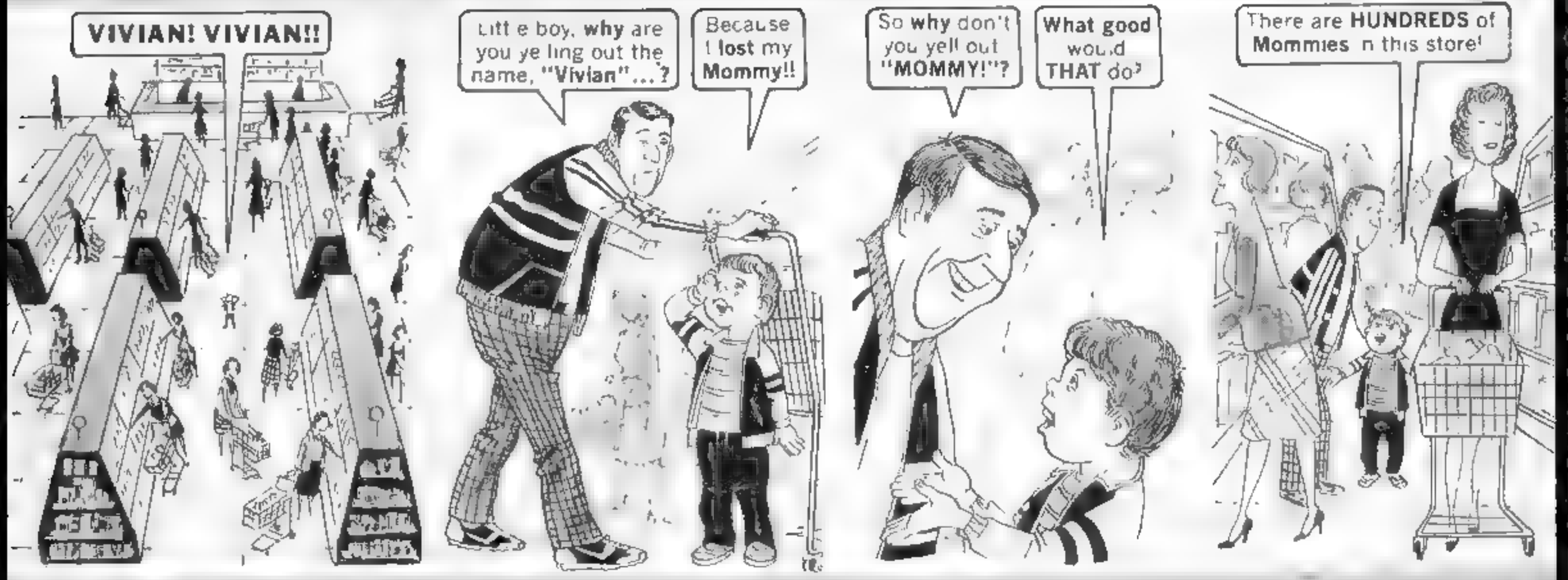
EXCUSES

NEW CARS

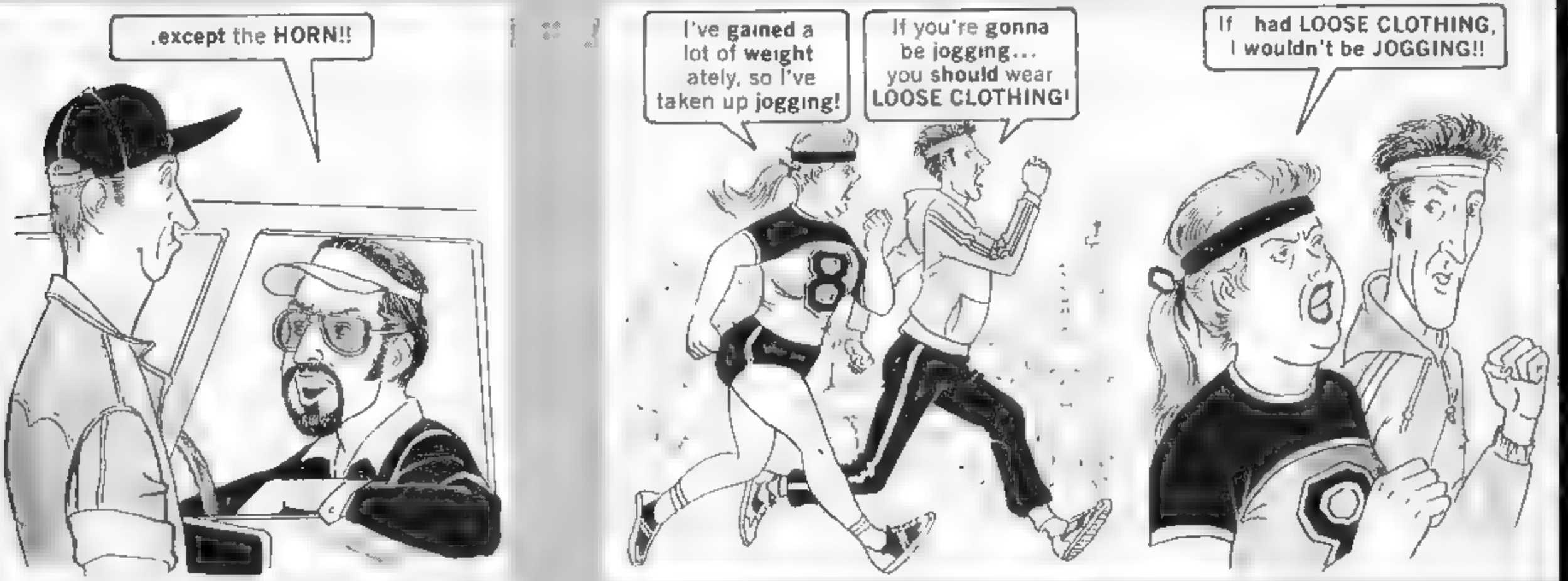
EMPLOYEES


See that young man there?! I gave him a job here just a few short months ago ..!
Then, to my utter surprise, I discovered that when he deals with customers, he's a liar, a cheat, and downright dishonest!
My God! That's terrible Aren't you going to DO something about it... ?!
I sure am!!
I'm giving him a raise ...and a promotion!!

COMMUNICATION


VIVIAN! VIVIAN!!
Little boy, why are you yelling out the name, "Vivian"...?
Because I lost my Mommy!!
So why don't you yell out "MOMMY!"?
What good would THAT do?
There are HUNDREDS of Mommies in this store!

JOGGING


.except the HORN!!
I've gained a lot of weight ately, so I've taken up jogging!
If you're gonna be jogging... you should wear LOOSE CLOTHING!
If I had LOOSE CLOTHING, I wouldn't be JOGGING!!

VOLUNTEERING

Darn it! My Volley Ball Team is playing for the Regional Championship tonight, and I have to BABY-SIT for my baby Brother!!
Now my team's gonna be one girl short!!
Gee... I'd be GLAD to take your place!!
You WOULD!? You're an absolute dear!
Don't forget the 10 o'clock feeding!

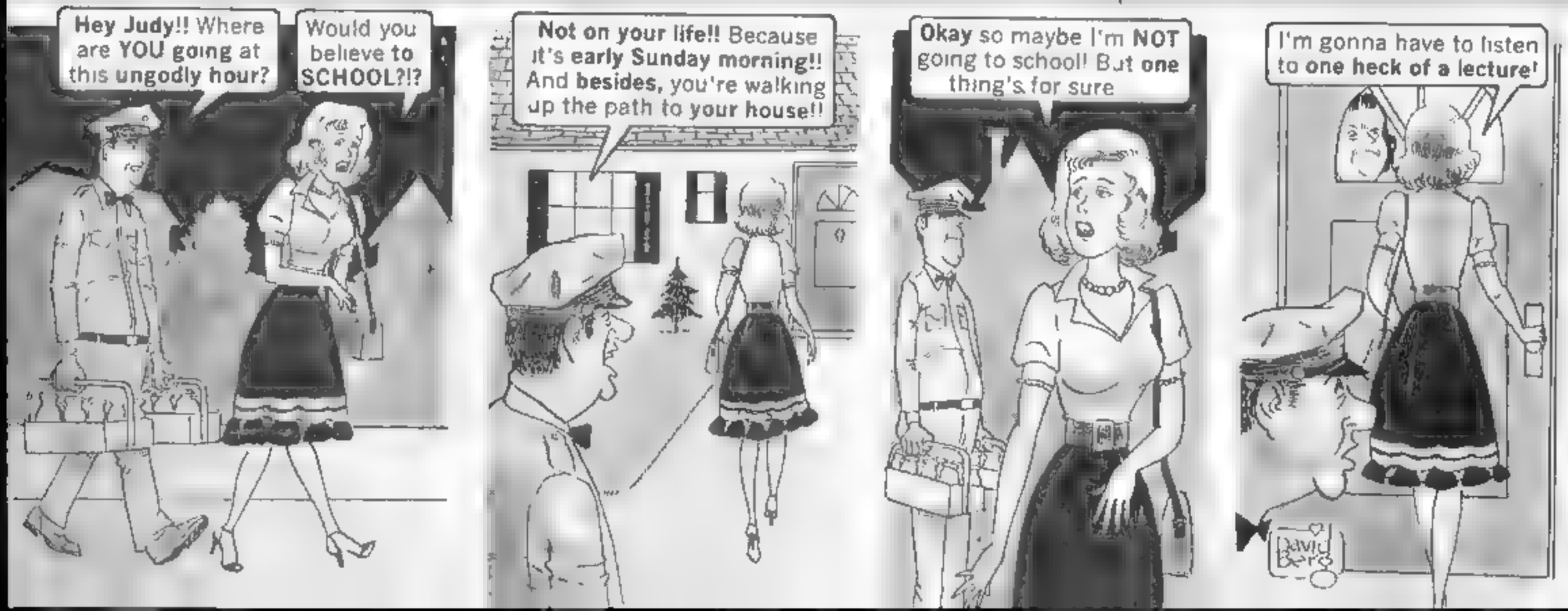
DOCTORS

Say, Ahhh!
Ahhhhhh...
Mr. Osborne, you seem to be rather weak and run down!! Are you working very hard??
As a matter of fact, Doc, I'm UNEMPLOYED!!
Hmmmmm!! That's too bad...
...because you can really use a couple of weeks off!

DATING

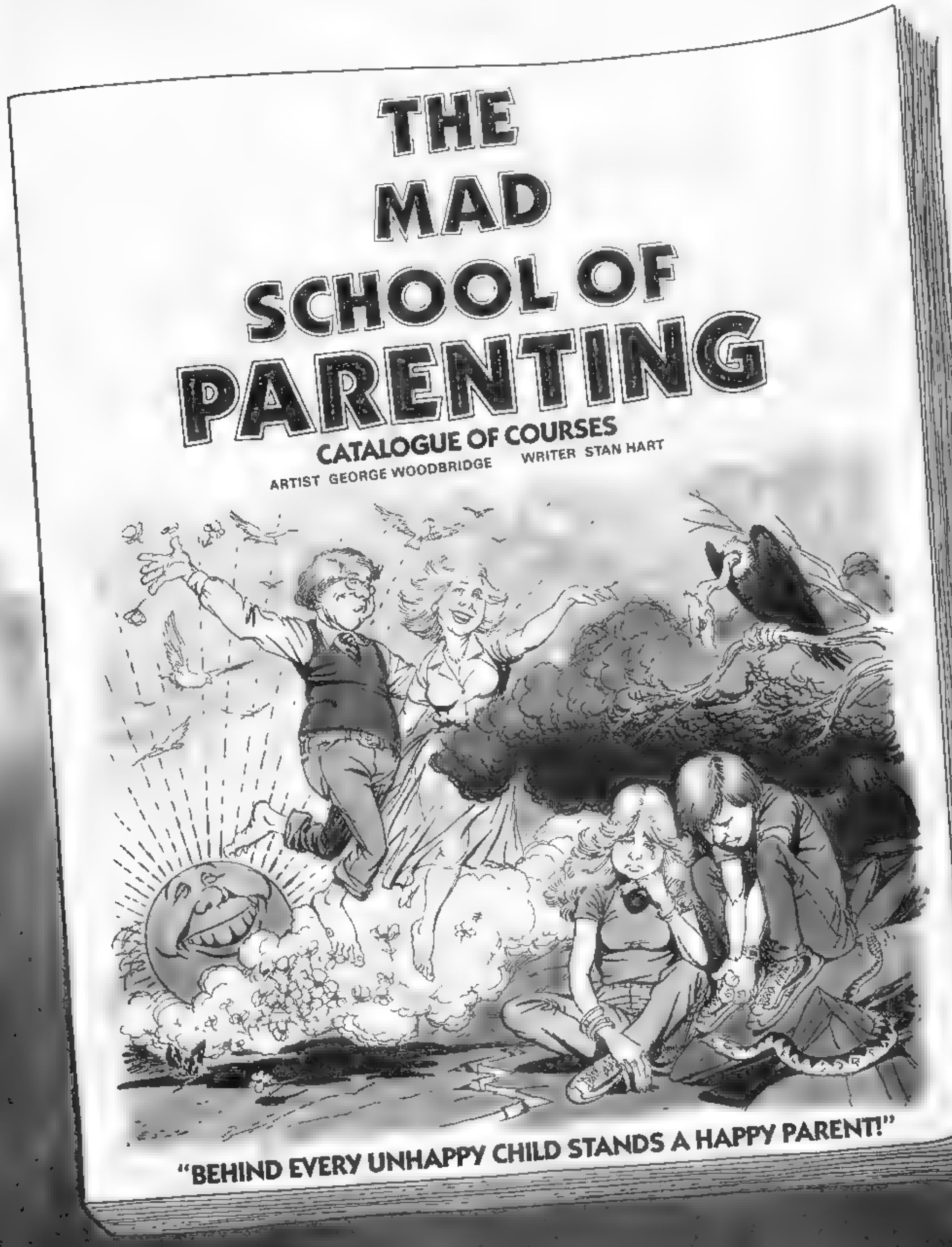
Are you Charlie McPherson...?
That's me!!
You made a date to have lunch with a Miss Gloria Krinkle...?
Well... she asked me to tell you she can't make it!
Y yeah!
Gee that s too bad!!
But she sent you her LOVE...!
Oh, yeah!!
Yeah...! I'M HIM!!

COMING HOME LATE


Hey Judy!! Where are YOU going at this ungodly hour?
Would you believe to SCHOOL?!?
Not on your life!! Because it's early Sunday morning!! And besides, you're walking up the path to your house!!
Okay so maybe I'm NOT going to school! But one thing's for sure
I'm gonna have to listen to one heck of a lecture!
David Berg

DIRE REARING DEPT.

Becoming a parent isn't very hard to do, biologically speaking (and that's all the biologically speaking we're gonna do! Remember who's President these days!). What we mean is: one doesn't have to pass any tests to become a mother or a father! As a result, most parents aren't really prepared for a lifetime of Parenting. Well, guess who's about to change all that? Good guess! Yep, we feel that the prospective parent should have a place to go where he or she can learn how to become a Modern American Parent. So we've created a school to meet this need, and... Are you as bored with this introduction as we are? Well, without further ado, here's



ELEMENTARY CHILD PROBING

Sat. 9:30–11:30 A.M.

This beginners course teaches the Whos, Whats, Wheres, Whys and Hows that are the fundamentals of Basic Parenting. In this class the prospective parent masters such shattering probes as:

WHO as in "Who do you think you are, talking to me in that tone of voice?"

WHAT as in "What gives you the idea that money grows on trees?"

WHERE as in "Where in hell are your manners?"

WHEN as in "When are you going to act your age?"

WHY as in "Why don't you make yourself useful around here?" And

HOW as in "How can you be so stupid?!"

TECHNIQUES OF CHILD NAGGING

Tues. 8:00–10:00 P.M.

Contrary to popular belief, "quality" Nagging is not just the simple act of yelling at your child. There's a lot more to it than that, and this course helps you elevate your Nagging to an art form. The course is divided into three vital areas of study:

(1) How To Get On Your Child's Back And Stay There—For Life.
(2) How To Drive Your Child Out Of His Mind (Or Out Of Your House, Whichever Comes First).
(3) How To Effectively Hurt Your Child By Hitting Him In His Most Sensitive Areas, Criticism-wise.

All classes are equipped with battered children upon whom the adult students can practice their Nagging Techniques.

MASTERING THE "NON SEQUITUR"

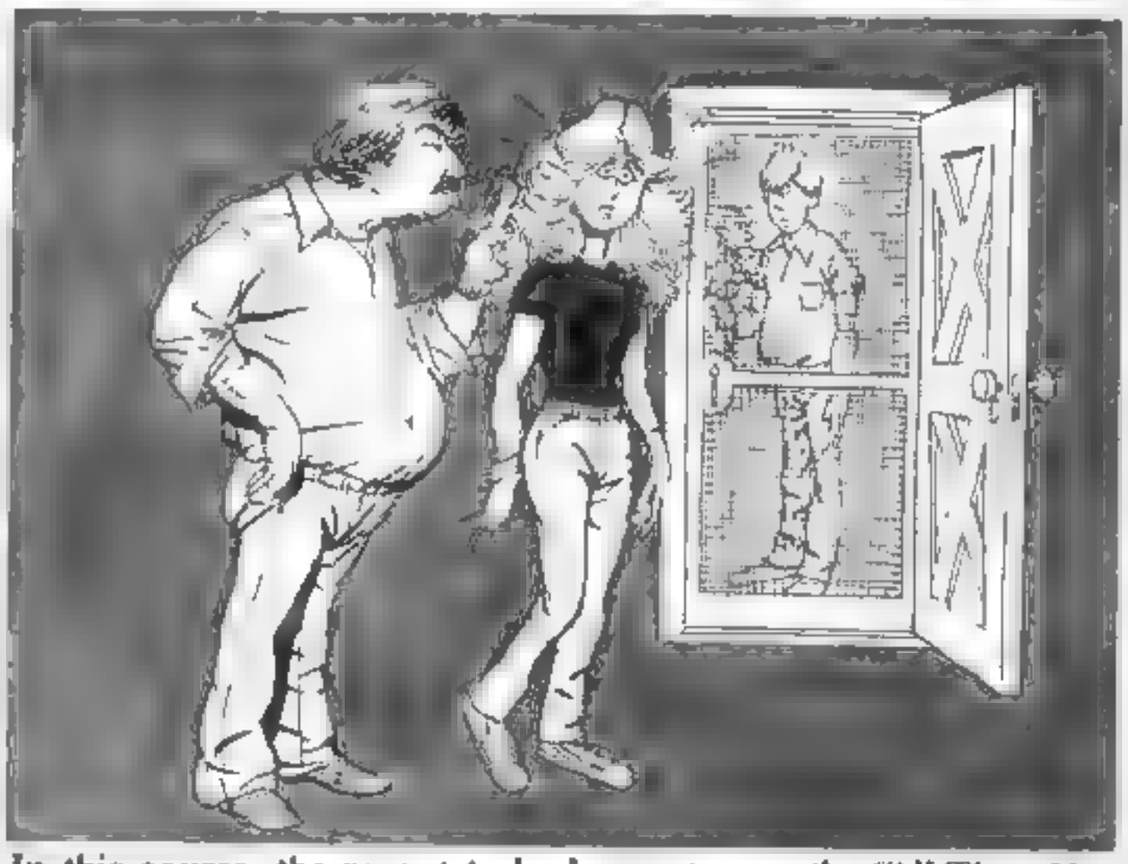
Thurs. 2:00–6:00 P.M.

The aim of this invaluable course is to furnish the parent with enough confusing responses to his child's questions that he will be discouraged from ever asking anything again: To illustrate:

THE CHILD'S QUESTION	PARENT'S NON SEQUITUR
Can I go to the movies?	That's all I need!
Can I have an allowance?	As if I didn't have enough to worry about!
Can I use the car tonight?	Not with your room as dirty as it is!
What time is it?	Time you started earning your own way around here!
Do you love me?	Are you trying to be funny?

INTRODUCTION TO "UNWANTED ADVICE-GIVING"

Mon. 10:00 AM–Noon



In this course, the parent-to-be learns to use the "All-Time Hit Phrases Of Unwanted Advice" together with the most appropriate times and places to use them. Such Golden Oldies include:

(1) "Don't do anything I wouldn't do!"
(2) "Drive carefully!"
(3) "Don't stay out too late!"
(4) "Remember, you're not that kind of girl!"
(5) "Boys are only after one thing!"—and many more.

NON-VIOLENT CHILD ABUSE

Thurs. 7:00—9:00 P.M.

Lately, there's been a lot of talk, talk, talk about child abuse. Frankly, we're as tired of it as you are. But it seems to be popular to condemn the practice, so we'll go along with the tide and offer the next best thing, "Non-Violent Child Abuse" or "How To Scar Your Child Without The Scars Showing On The Outside". This course teaches you to destroy your child's ego and reduce him to a vegetable with such psyche-shaking questions as "Can't you ever do anything right? or such crippling observations as "You don't use the brains you were born with!"—all designed to make your child docile, listless and a pleasure to have around.

THE "HURT" OR "WOUNDED" ACTING WORKSHOP

Sat. 1:00—5:00 P.M.

The course objective is to give the child a deep-seated feeling of guilt for hurting his parents in some way. It furnishes the prospective parent with not only the proper body language, but also the emotional lines that, when properly delivered, are guaranteed to affect the child until he is safely out of childhood. Some examples of these dramatic guilt-producing lines are:

(1) "How can you do that after all I've done for you?"
(2) "You'll dance on my grave when I'm gone!"
(3) "Live for your children and see what it gets you!"
(4) "A parent scrimps and saves and worries, and for what?"
(5) "Sure! Walk all over me! What do you care?"
(6) "You want to know the difference between you and me? I'll tell you the difference! The Difference is, I LOVED my Mother! That's the difference!"

Guest lecturers for this course are from the Actors' Studio.

FORETELLING THE FUTURE

Fri. 3:00—5:00 P.M.

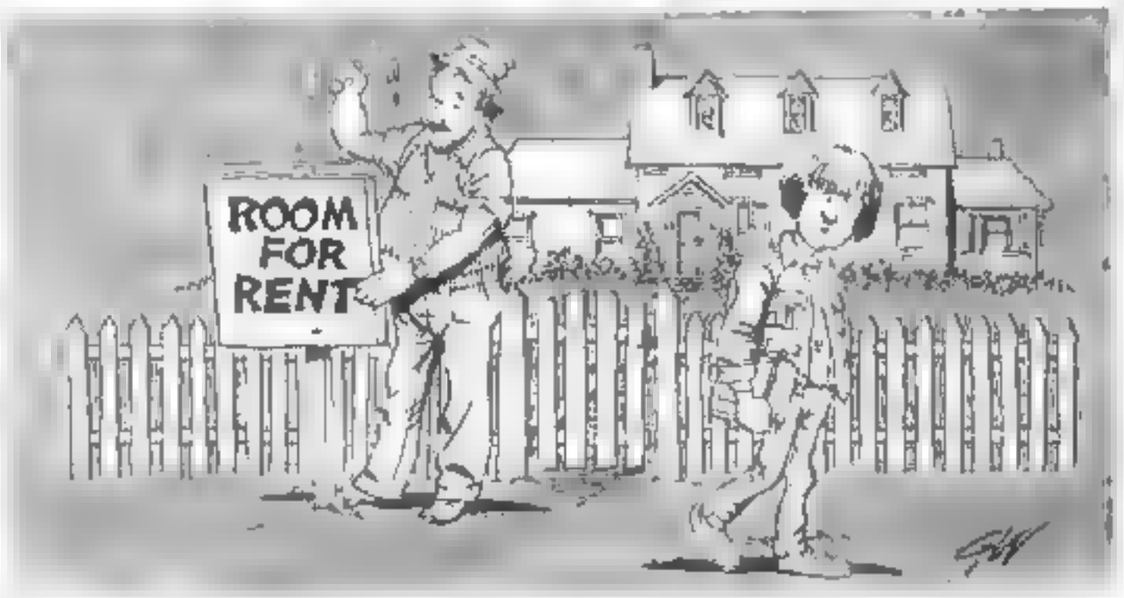
Act omnipotent! Be the know-all, see-all family Guru! Play God! This invaluable course makes you clairvoyant in your child's eyes. All you need is the right words and phrases to appear as if you can foretell the future (and reduce even the healthiest child to a whimpering neurotic!). You learn such shocking revelations as:

(1) "You'll never amount to anything!"
(2) "You'll wind up in jail, mark my words!"
(3) "Someday you'll be sorry for the way you treated your poor parents!"
(4) "You'll be happy...when we're dead and buried!"
(5) "If you don't eat your (choose one: cauliflower, broccoli, spinach, asparagus, Brussel sprouts), you'll never be healthy!"
(6) "If you don't go to college, you'll end up digging ditches!"

—and many many more.

ADVANCED THREATENING

Mon. 4:30—5:30 P.M.



Random yelling and screaming can lose its impact after three or four solid hours. This course teaches much more effective ways to frighten your child into docile submission. Instead of being operatic about your threats, such as "I'll murder you, so help me!", more subtle approaches are instituted. Parents learn to:

(1) Put a catalogue from a Military School where the child can see it.
(2) Kill his dog.
(3) Pile flammable twigs, rags and paper around his bed just before he goes to sleep.
(4) Place an ad in the local paper announcing that you have a child's room for rent.
(5) Stage a fake fight where the father punches the mother in the face for defending the child.

Many of our course graduates have been so successful in applying what they have learned that they haven't seen their children around for months.

THE ART OF YELLING

Fri. 8:00–10:00 P.M.

A prerequisite to "Advanced Threatening" and its emphasis on sly intimidation, this course in Shouting, Yelling and Screaming is a part of the Parent Culture and must be considered as a Required Basic. The prospective parent who takes this course is diligently trained to become an effective Yeller instead of a mere amateur. Topics covered in depth include such basic screaming tactics as:

(1) Yelling in cars and other confined places for optimum effectiveness. ("If you keep up this racket, I'm gong to stop this car right here and let you walk all the way back home!")
(2) Yelling so the neighbors can't hear. ("I don't want anyone to know what a rotten kid I've got!")
(3) Yelling so the neighbors can hear. ("I want everyone to know what a rotten kid I've got!")
(4) Yelling at the top of your lungs. ("I want the whole world to know what a rotten kid I've got!")

BASIC CHILD BETRAYING

Wed. 3:30–5:30 P.M.

A secret isn't really a secret when you keep it. It's only a secret when you tell it to someone. In this course, prospective parents will learn how and to whom they should tell their child's deepest and most shameful secrets to in order to embarrass their offspring to death. For example:

THE SECRET	WHOM TO TELL IT TO
"He still wets his bed!"	His girlfriend.
"She failed a subject last term!"	Her grandparents.
"She doesn't really need to wear a training bra yet!"	Her brother's friends.
"He likes to watch ballet!"	The guys on his team.
"She has a crush on the quarterback!"	The quarterback's mother.

PRINCIPLES OF CHILD-COMPARING

Wed. 3:30–5:45 P.M.

Often, the greatest obstacle to a parent's total domination of his child is the child's feeling of "self worth." This course's mission is to search out and destroy that dangerous feeling by supplying the parent with the phrases and expressions that will do the job. Students will learn how to successfully damage "self-worth" with such demeaning questions and statements as:

(1) Why can't you be as (pick one: smart, helpful, pretty, neat, happy, cooperative, loving) as your Sister?
(2) When I was your age, I had a full-time job instead of asking my folks for money all the time!
(3) Your friend can get three hits but you just stand there at the plate like a damned statue!?
(4) Why can't you act like all the other kids your age?!

In addition, the prospective parent will learn how to apply the dreaded "Comparo Reverso" by mastering such phrases as "I don't care what all the other kids your age do! You'll do as I say!"

BASIC PARENTESE—THE LANGUAGE OF PARENTING

Thurs. 4:00–7:00 P.M.

The language one learns and uses before one becomes a parent is of little value once the fun of child-rearing begins. There is an entirely new set of phrases to be mastered if one is to successfully badger, confuse and crush one's child. Remember, your child is your most prized possession (after your house, car and stereo), so he's worth some extra time and attention. Therefore, it will be worth your while to take this course so you can sound like a parent. (You need do nothing to act like one.) Learn marvelous phrases like:

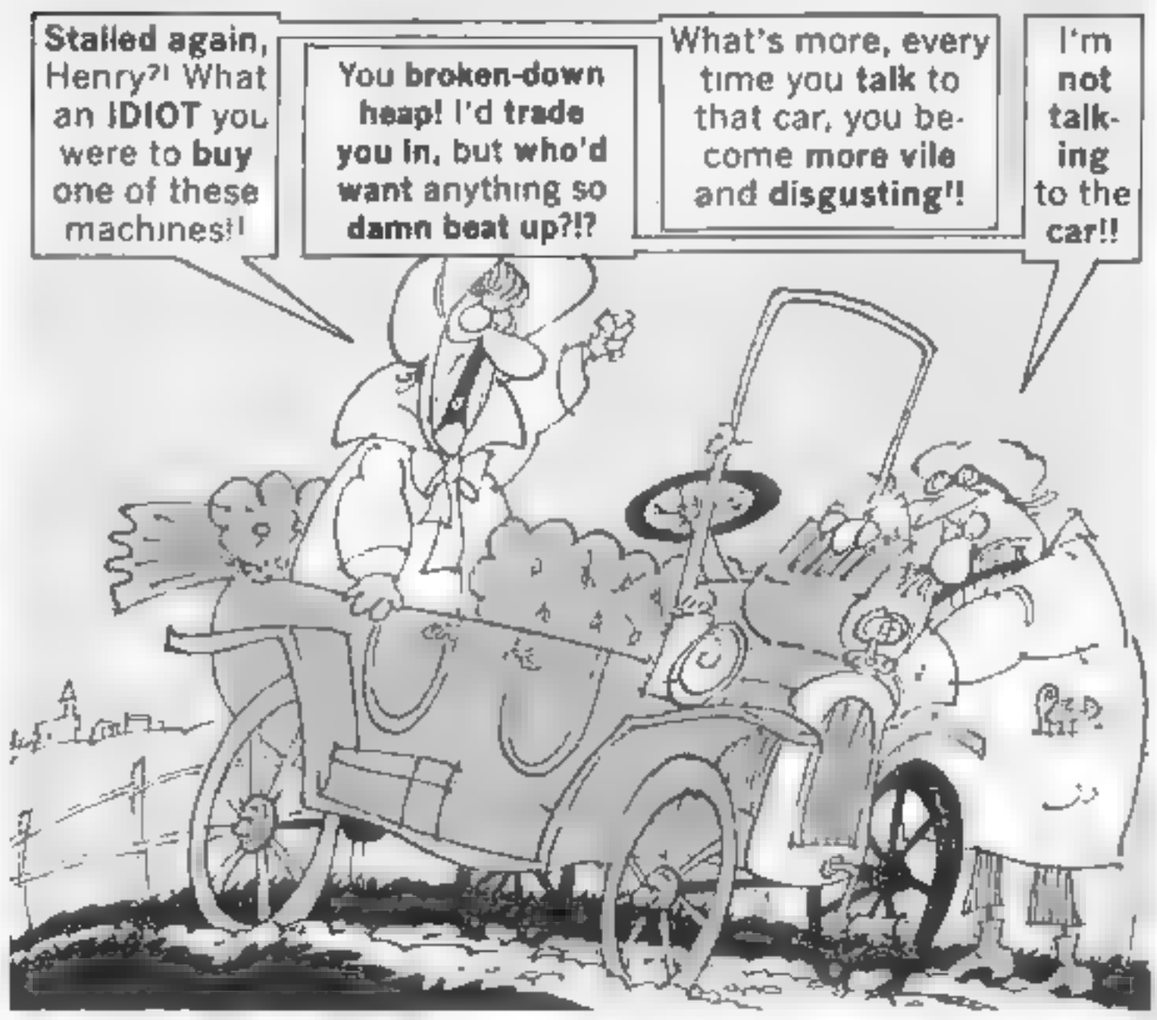
(1) "Just wait until your father comes home!"
(2) "This is the thanks I get?"
(3) "Don't tell me you 'don't know' when I ask you how your shirt got ripped!"
(4) "And just where do you think you're going, young lady?"
(5) "You're not too big to get a slap in the face, you know!"
(6) "I hope your children make you as miserable as you make me!"
(7) "Don't look so innocent!"
(8) "Why me...??" and millions more.

IN THE OLD DAYS, MAN TOOK PRIDE IN HIS ABILITY TO COMMUNICATE WITH HIS HORSE:

You **know** somethin', Ol' Paint?! You're the **best danged horse** a **man** could **own!!**
How come you're always **talkin'** to Ol' Paint like that, Paw...??
So he'll **know** he's **one** of the **family!** Just like your **Maw,** Son...!
That's **real nice,** Paw! I suppose that makes him **feel better** after pullin' a **plow** all day!
Yep ! Just like your **Maw,** Son...!

ARTIST- PAUL COKER

THEN CAME THE AUTOMOBILE, AND MAN FELT THE NEED TO COMMUNICATE WITH THAT, TOO:

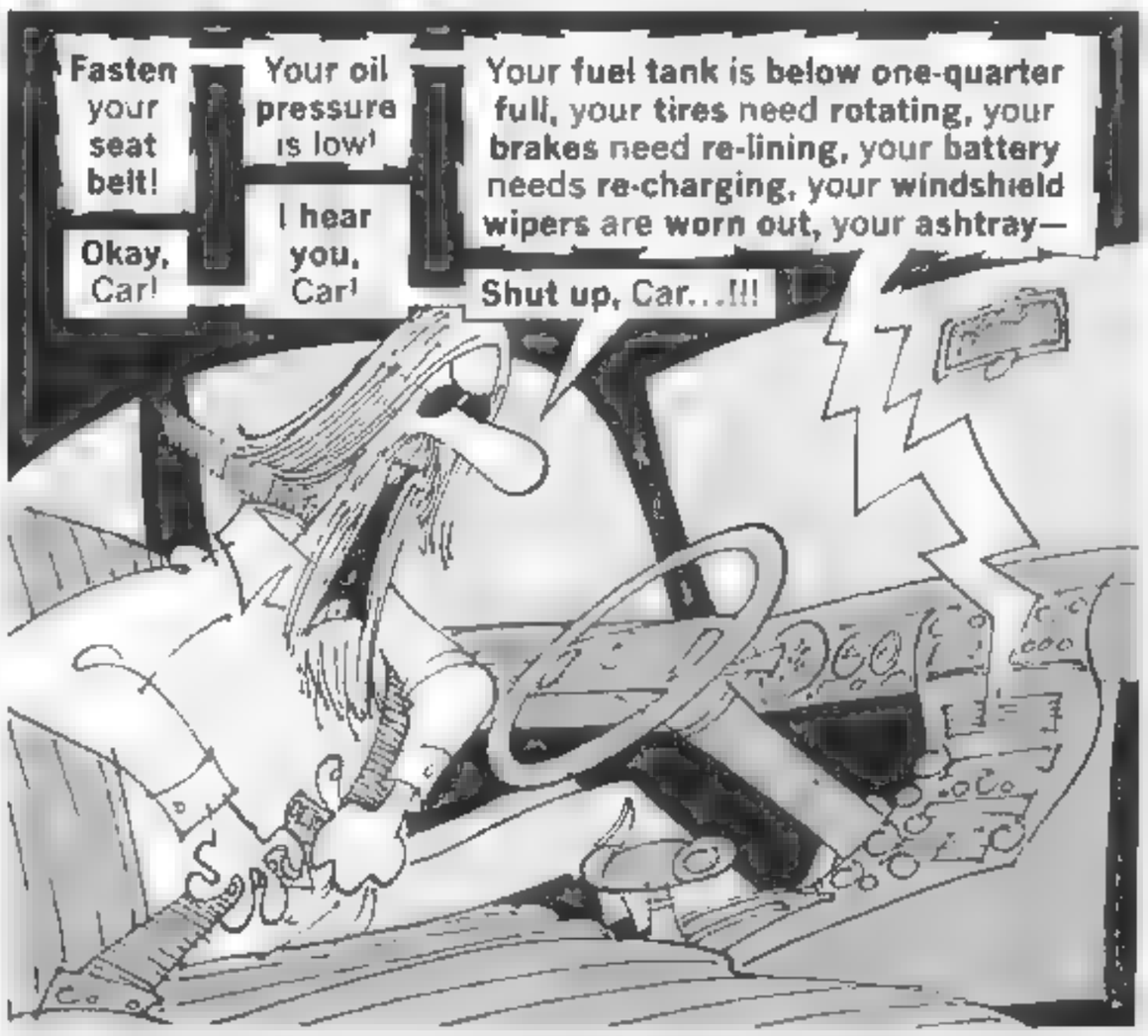

Stalled again, Henry?! What an **IDIOT** you were to **buy** one of these machines!!
You **broken-down heap!** I'd **trade you in,** but **who'd want** anything so **damn beat up?!?**
What's more, every time you **talk** to that car, you become **more vile** and **disgusting!!**
I'm **not talk-ing** to the **car!!**

WRITER FRANK JACOBS

AS THE YEARS PASSED, MAN FOUND THAT LISTENING TO HIS CAR COULD BE HELPFUL AND USEFUL:

When I heard a "**clunk,**", I **knew** it was **my car's way** of **telling me** it needed a **MINOR ADJUSTMENT!!**
When you get my **repair bill,** you'll **know** it's **MY-WAY** of **telling you** you'll need a **MAJOR BANK LOAN!!**

TODAY, THERE ARE VOICE-COMPUTERIZED CARS WHICH ARE ABLE TO TALK TO MAN DIRECTLY:


Fasten your **seat belt!**
Your **oil pressure** is low!
Your **fuel tank** is **below one-quarter full,** your **tires** need **rotating,** your **brakes** need **re-lining,** your **battery** needs **re-charging,** your **windshield wipers** are **worn out,** your **ashtray—**
Okay, Car!
I **hear you,** Car!
Shut up, Car...!!!

AS THINGS STAND NOW, TALKING CARS ARE BORING, MONOTONOUS AND NOT MUCH FUN TO BE WITH. BUT MAD FEELS IT'S ONLY A MATTER OF TIME BEFORE THE AUTO-MAKERS WISE UP AND INJECT SOME MUCH-NEEDED STYLE AND PERSONALITY INTO THEIR VOICE-COMPUTERIZED CARS. SO LET'S LEAP AHEAD A FEW YEARS, AND WE'LL PREVIEW THIS MAD ASSORTMENT OF

TALKING CARS OF THE FUTURE

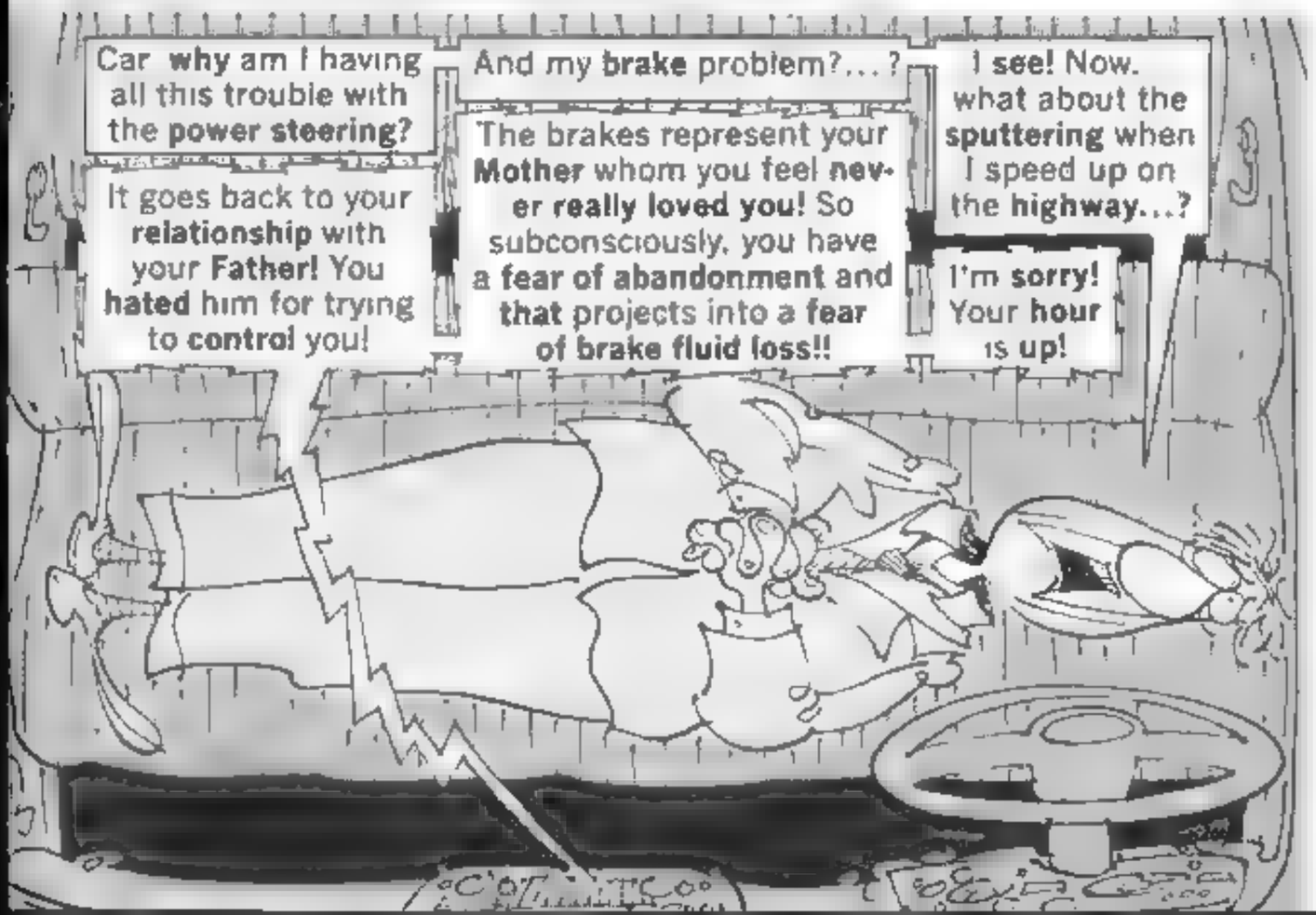
THE "STAND-UP COMIC" CAR...

Hey, Buster... ask me how worn out your shock absorbers are!
Okay, how worn out ARE they?
As worn out as a red corpuscle pumping iron in Dean Martin's bloodstream!
HOW worn out??
As worn out as the elastic in Dolly Parton's very first training bra!!
HOW worn out??
As worn out as Warren Beatty locked in a hotel room with ten Playboy Playmates Of The Month!
I get the picture...!
Wait! I haven't told you about your low oil pressure! HOW low IS it?? As low as Herve Villechaize eyeballing a flatworm on Fantasy Island

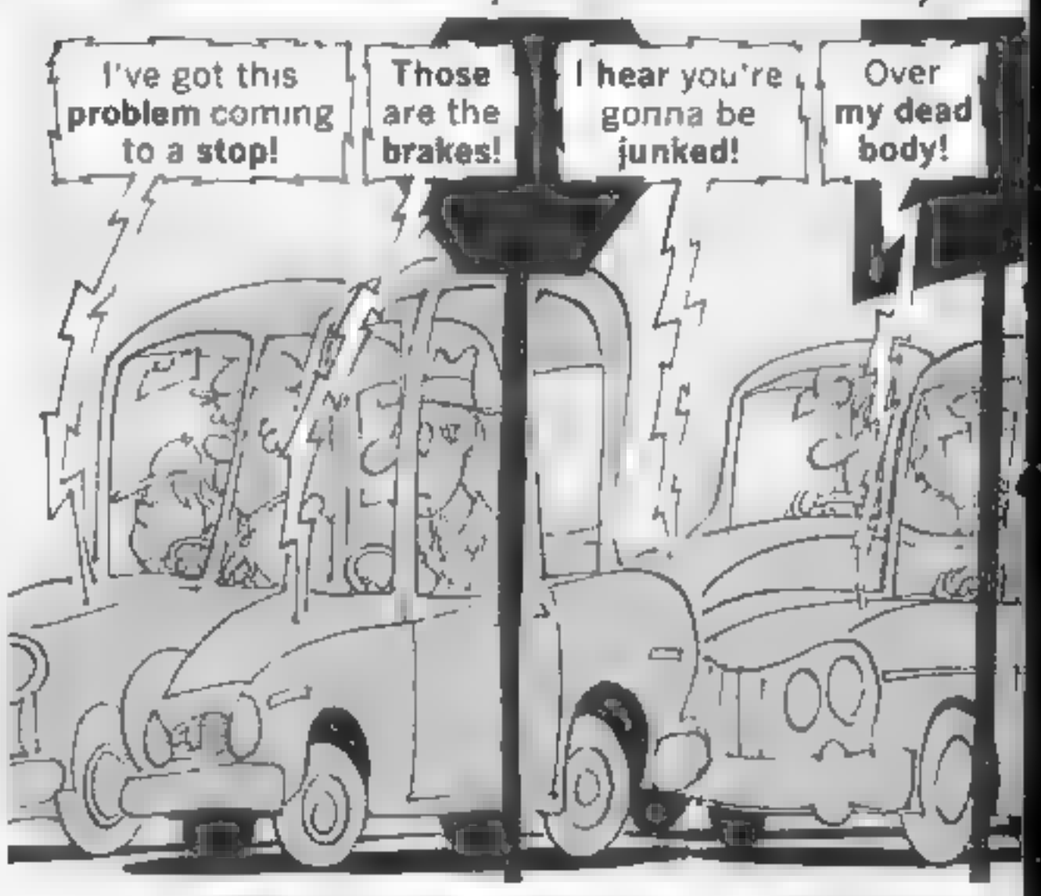
THE "WAGGING WIFE" CAR...

YOU'RE DRUNK!!
Wha' makes you think I'm drunk!?
You're weaving all over the road, and you're going 85!!
From that, you can tell I'm drunk?!?
THAT... and you just THREW UP all over my front seat!
Look at me! My gas tank is almost empty...my windshield is filthy.. and now you've puked all over my upholstery ..!!
I've given you the best years of my life... and for WHAT?!
Aw, I'm sorry! When we get home, we'll spend a nice quiet evening together...and I'll wash and wax you!!
Not tonight! I've got a HEAD GASKET problem!

THE "PSYCHO-THERAPIST" CAR...


Car why am I having all this trouble with the power steering?
It goes back to your relationship with your Father! You hated him for trying to control you!
And my brake problem?...?
The brakes represent your Mother whom you feel never really loved you! So subconsciously, you have a fear of abandonment and that projects into a fear of brake fluid loss!!
I see! Now. what about the sputtering when I speed up on the highway...?
I'm sorry! Your hour is up!

AND FINALLY, IN THE FUTURE, WE

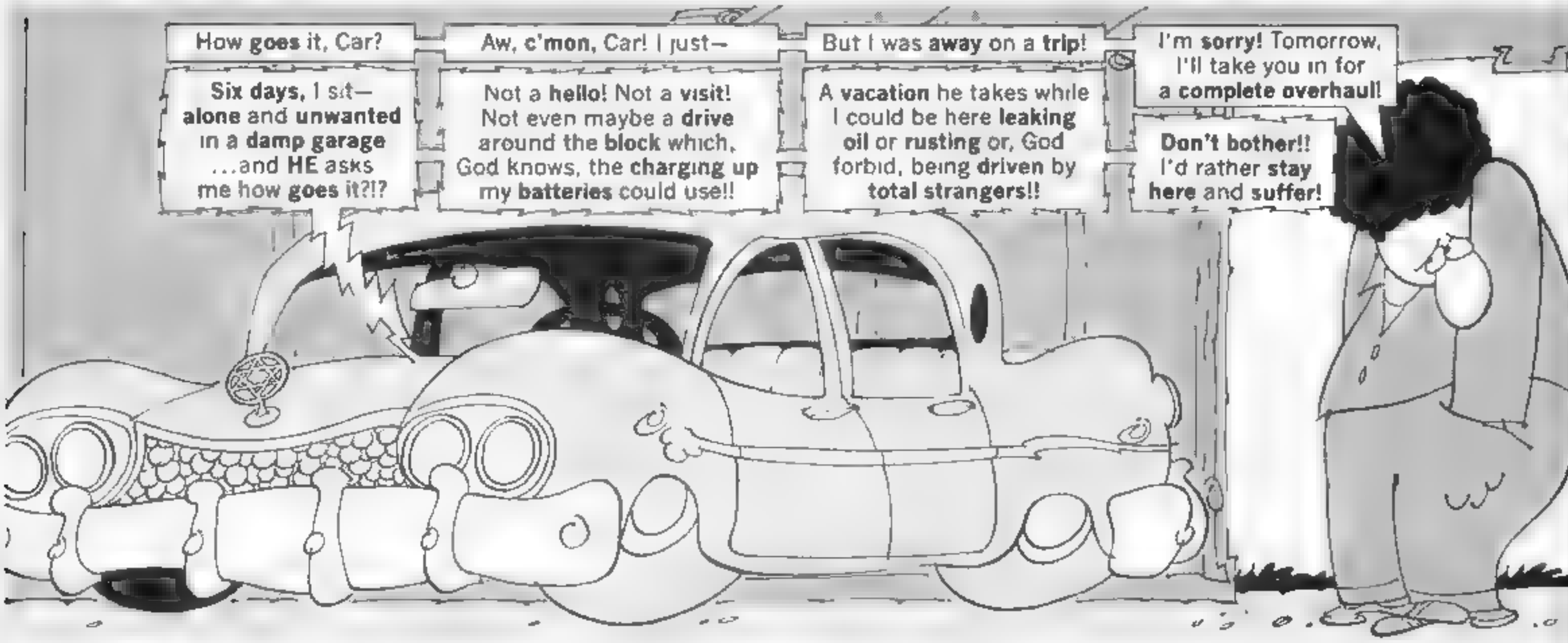


...WHICH MAY MAKE US BEGIN TO

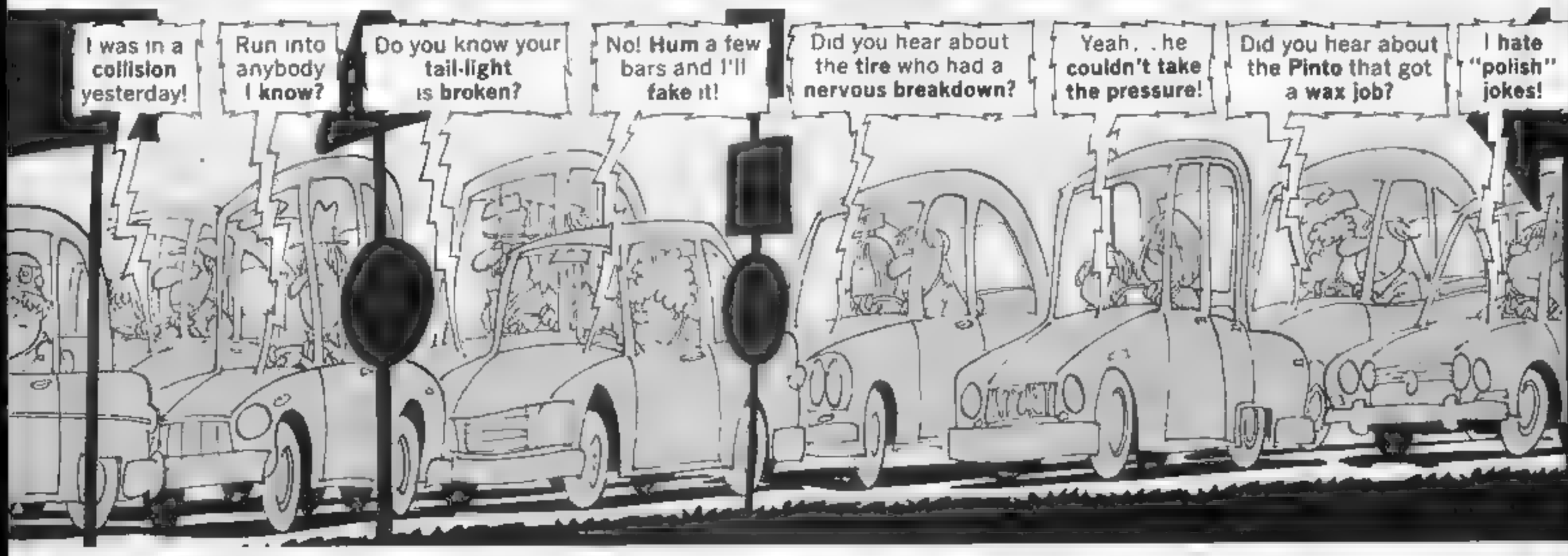
THE "SINGING" CAR...

• Sung To The Tune Of "Over There"

THE "JEWISH MOTHER" CAR...


How goes it, Car?
Six days, I sit—
alone and unwanted
in a damp garage
...and HE asks
me how goes it?!?
Aw, c'mon, Car! I just—
Not a hello! Not a visit!
Not even maybe a drive
around the block which,
God knows, the charging up
my batteries could use!!
But I was away on a trip!
A vacation he takes while
I could be here leaking
oil or rusting or, God
forbid, being driven by
total strangers!!
I'm sorry! Tomorrow,
I'll take you in for
a complete overhaul!
Don't bother!!
I'd rather stay
here and suffer!

COULD END UP HEARING THE BABBLE OF ALL THESE TALKING CARS EVERYWHERE...


I was in a collision yesterday!
Run into anybody I know?
Do you know your tail-light is broken?
No! Hum a few bars and I'll fake it!
Did you hear about the tire who had a nervous breakdown?
Yeah. . he couldn't take the pressure!
Did you hear about the Pinto that got a wax job?
I hate "polish" jokes!

WONDER WHETHER THEY REALLY WERE SUCH A GOOD IDEA IN THE FIRST PLACE.

DESIGNED GENES DEPT.

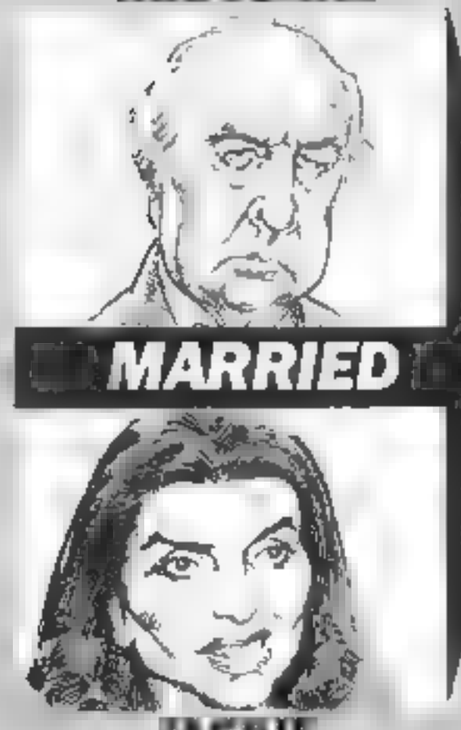
We all know (except you clods who never paid any attention in Biology) that offspring usually inherit the characteristics of both parents! Not only do they inherit their parents' looks, they often inherit their parents' personalities as well. All of which suggested the utterly stupid premise of this utterly stupid article entitled:

IF CERTAIN CELEBRITIES MARRIED... WHAT WOULD THEIR CHILDREN BE LIKE?

ARTIST MORT DRUCKER • WRITER, FRANK JACOBS

IF

JOHN HOUSEMAN



MARRIED

AGNES ONASSIS

...their daughter would make her money the old fashioned way! She'd marry it!

IF

ELIZABETH TAYLOR

MARRIED

RODNEY DANGERFIELD

...their daughter would play "Doctor" with every boy in school and then she'd complain that she don't get no respect!

IF

ANN LANDERS

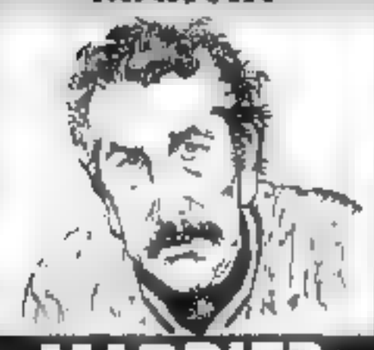
MARRIED

RONALD REAGAN

...their son would listen to the terrible problems of his friends... then tell them they've never had it better!

IF

BILLY MARTIN



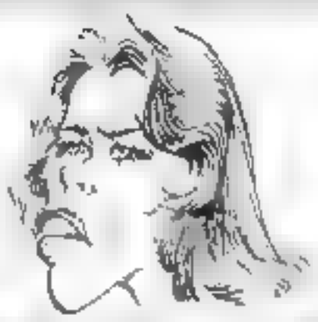
MARRIED

RONA BARRETT

...their sons would punch out the Principal, then blab it all over the school.

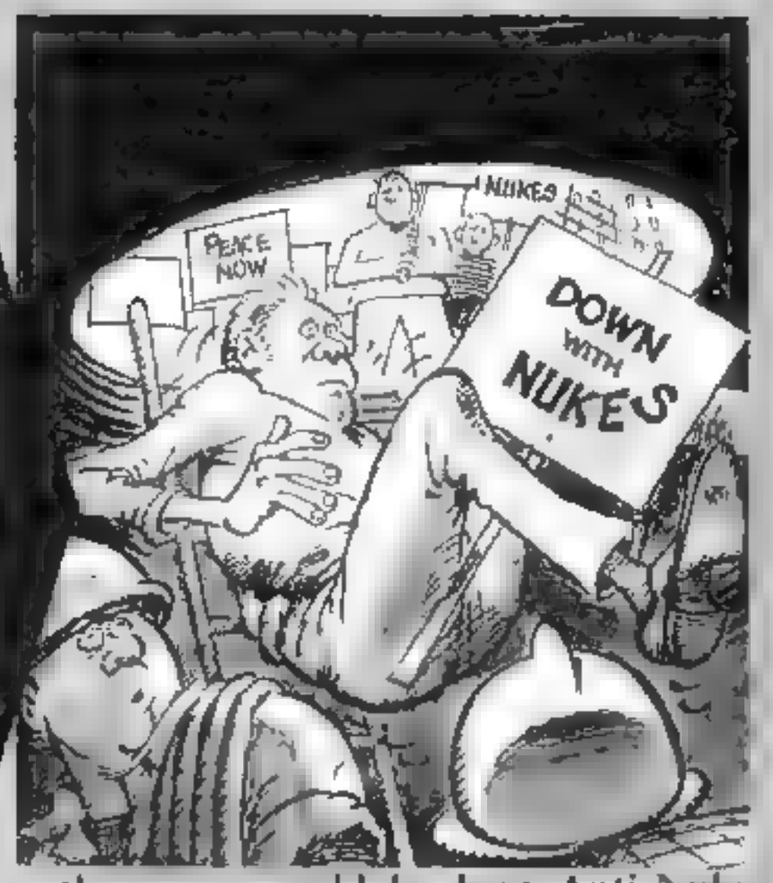
IF

JANE FONDA



MARRIED

GERALD FORD

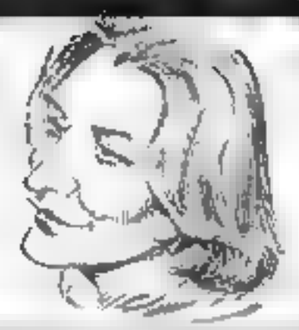


..their son would lead an Anti-Nuke march, then fall into an open manhole!

IF

RICHARD NIXON

MARRIED



BARBARA WALTERS

...their son would rifle through the other kids' lockers... and then conduct exclusive interviews with them!

IF

HELEN GURLEY BROWN

MARRIED

HOWARD COSELL

...their daughter would give sex tips to her friends... and then tell them they were still doing it all wrong!

IF

GLORIA STEINEM

MARRIED

GEORGE STEINBRENNER

...their daughter would insist upon her right to play on the boys' softball team, and then fire the Manager!

IF

GEORGE BURNS

MARRIED

BROOKE SHIELDS

...their child, boy or girl, would be one helluva big surprise to everyone!

ANNOUNCER PREVENTION DEPT.

Sports rule books ramble on for hundreds of pages, listing every penalty that can be levied against a player for such minor infractions as jumping offside or kicking dirt on an umpire's shoes. So how come sportscasters, seated only a few feet away from the action, get off scot free when they commit far worse crimes against the sensibilities of millions of fans via radio and TV? MAD

AMENDING THE RULE BOOKS

UNJUSTIFIED USE OF SUPERLATIVES

RULE 3; SENTENCE 485: No athletic contest or participant therein may be described as "the greatest" or "the most phenomenal," except in cases where such contests or participants rise above the routinely dull. Violators of this rule shall be forced to remain silent for two full minutes. The penalty period may be increased to five minutes for such major misuses of superlatives as, "That was the most stupendous two-yard dash I've seen since Berwanger won the Heisman back in 1935."

EXCESSIVE PRAISE OF THE GOODYEAR BLIMP

RULE 181; PARAGRAPH 4: Announcers are hereby ordered to refrain from giving a free plug to Goodyear (or any other tire company that owns a blimp) on each and every occasion that an overhead shot appears on the TV screen. Said announcers may be cited for excessive pluggage if the tire company is mentioned more than 30 times during the course of the game, or the captain of the blimp is identified more than six times before the end of the half.

thinks it's wrong to keep blowing the whistle on jocks, whose dirty tricks are relatively minor, while the guys who are guilty of the real atrocities go unpunished. Therefore, we'll never rest until after we've tried to restore some sort of justice to the American sports scene with the following mediocre, yet nevertheless mildly amusing, MAD suggestions for...

TO COVER SPORTSCASTERS

ARTIST JACK DAVIS WRITER TOM KOCH

IGNORING INEXCUSABLE BRUTALITY

RULE 14; POSTULATE F: Network hirelings may not curry favor with team management by soft pedaling the fact that needless violence is what makes professional sports popular. In no case shall any announcer describe a player as "slightly shaken up" at the very same moment that said player is being carried to an ambulance. Punishment for such understating of facts may include having the guilty announcer continually tromped on by the entire Dallas front line so he can see for himself just how it feels.

AGONIZING OVER "GRASS VS. ASTROTURF"

RULE 77; ADDENDA 16A: Since 39,000 televised games in 96 different sports have been played on artificial turf since 1965, it is officially presumed that everything to be said about the subject already has been said. Therefore, ex-jocks serving as TV analysts are hereby ordered to stop repeating themselves with such remarks as, "That triple would have been an easy out on grass," or "If the Four Horsemen had run on this kind of turf, they would be almost as famous today as Ronnie Lott."

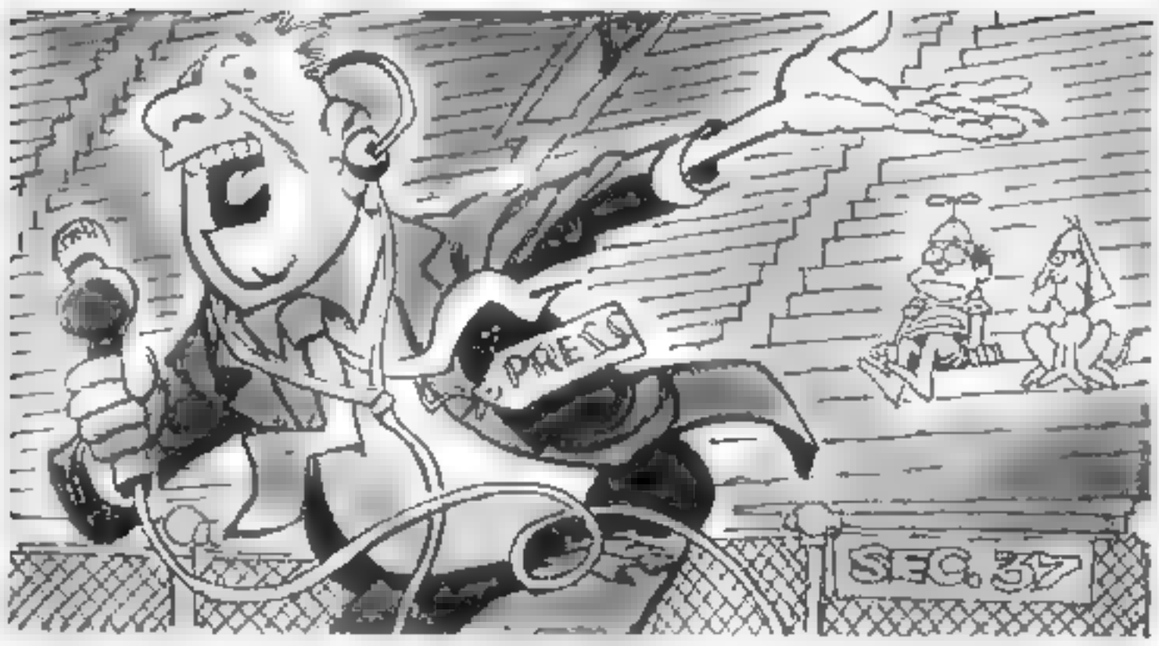
HYPOCRITICAL CONDOLENCE OFFERING

RULE 349; CLAUSE 57: Valuable air time shall not be wasted with phony displays of human warmth by broadcasters who insist on tearfully wishing a speedy recovery to shut-ins they don't even know. This rule covers parents, uncles, aunts and cousins of backfield coaches, cameramen and utility outfielders who have recently suffered broken bones, botched surgery or chronic sniffles. Penalty: One swift kick with wishes for a speedy recovery.

SOME KIND OF LOUSY GAME ANALYSIS

RULE 29; DIRECTIVE C: Former athletes who are trying to become broadcasters may, instead, be sent to the Old Jock's Home for failing to think of a better expression of praise than, "That was some kind of pass," or "He is some kind of quarterback," or "This is some kind of ball game." After the tenth use of the annoying phrase, any official may halt play to officially declare that the offender is some kind of announcer, namely the unemployed kind.

EXCESSIVE PRE-GAME HYPE



RULE 843; MAXIM 7: No effort may be made to attract a TV audience that would otherwise tune out by describing a contest between two cellar-dwellers as "a game of tremendous significance for both teams." Neither may a crowd of less than 3,000 be described as "this huge, partisan throng," nor may any contest between two teams that have never, in the history of professional sports, played each other before be termed "an annual grudge match."

OVEREXTENDED DRAMATIZATION

RULE 31; CONCLUSION K: Announcers may devote an absolute maximum of 30 seconds to any anecdote that pays tribute to an athlete for conquering a childhood illness, recovering from a klutzy accident or playing his heart out on the day of his grandmother's funeral. Such maudlin meandering shall be dealt with most harshly in cases where the brave jock under discussion is now being paid more than a million dollars per year for his effort.

GRAMMATICAL BUTCHERY IN THE 1ST DEGREE

RULE 128; SECTION L: Any garbling of the spoken language by a jock-turned-sportscaster which is deemed sufficiently ear shattering to cause public disgust shall be punishable by forced attendance in a Remedial English Grammar course. Examples: "If he don't catch that, you can't not figure they'll score." Or, "We done that one time against Detroit, and they was confused by it good."

PRETENTIOUS NAME DROPPING

RULE 1; PART A: The use of a celebrity's name in a manner that is deemed unnecessary to clarify the subject under discussion is a major no-no. Example: "As Manager Earl Weaver remarked to me today while we were having lunch with Rick Springfield and the King of Norway, 'You gotta pitch Reggie low and away'." Penalty: Perpetrator may not go the rest room during the next station break.

OVEREMPHASIS ON COACHING TRIVIA

RULE 39; SUB-CLAUSE 19j: It is hereby deemed a punishable offense to bore TV viewers with unimportant details of coaching strategy when, after all, said viewers merely tuned in to enjoy the game. The most severe punishment shall be reserved for unemployed coaches who obviously are flaunting their specialized knowledge for the sole purpose of auditioning for a new coaching position.

UNTUTORED SINGING AT IMPROPER TIMES

RULE 81; INTERPRETATION W: Former jocks who are mediocre announcers and worse singers must refrain from outbursts of melody during nationwide telecasts of supposedly serious athletic events. Infractors will be dealt with most severely when they begin warbling. "The Party's Over," to twenty million people who have just lost fifty million dollars betting on the team whose party's over.

HUMOR IN A BIBLICAL VEIN DEPT.

Most people believe that there was very little humor in biblical times. After all, there were no presidential families to give people a few laughs, and the Bible didn't have any jokes, and there were no gags in the Dead Sea Scrolls. What, then, did our biblical ancestors laugh at? Well, we may have found the answer to that question as we were cleaning out the MAD stockroom recently Mainly, we discovered some dusty ancient scrolls. Actually, they were some dusty ancient *scrawls,* as you'll soon see in these ridiculous excerpts from:

THE BOOK OF MAD

30 PIECES OF SILVER

CHEAP

70989 33230

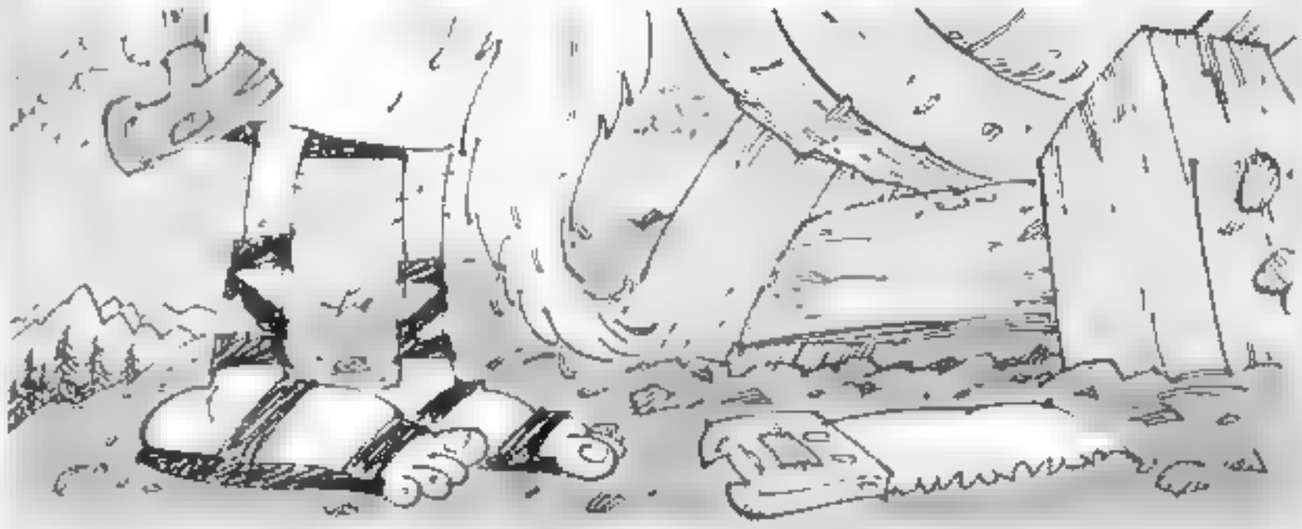
PIC OF SERPENTS, AFTER BEING TURNED INTO STICKS BY MOSES

IN THIS ISSUE, WE SINKETH THE ARK...SPLASHETH THE PROPHETS...AND DROWNETH THE PHILISTINES

WRITER LOU SILVERSTONE ARTISTS JACK RICKARD · BOB CLARKE : PAUL COKER . JACK DAVIS DAVE BERG . GEORGE WOODBRIDGE

SHOE BIZ DEPT.

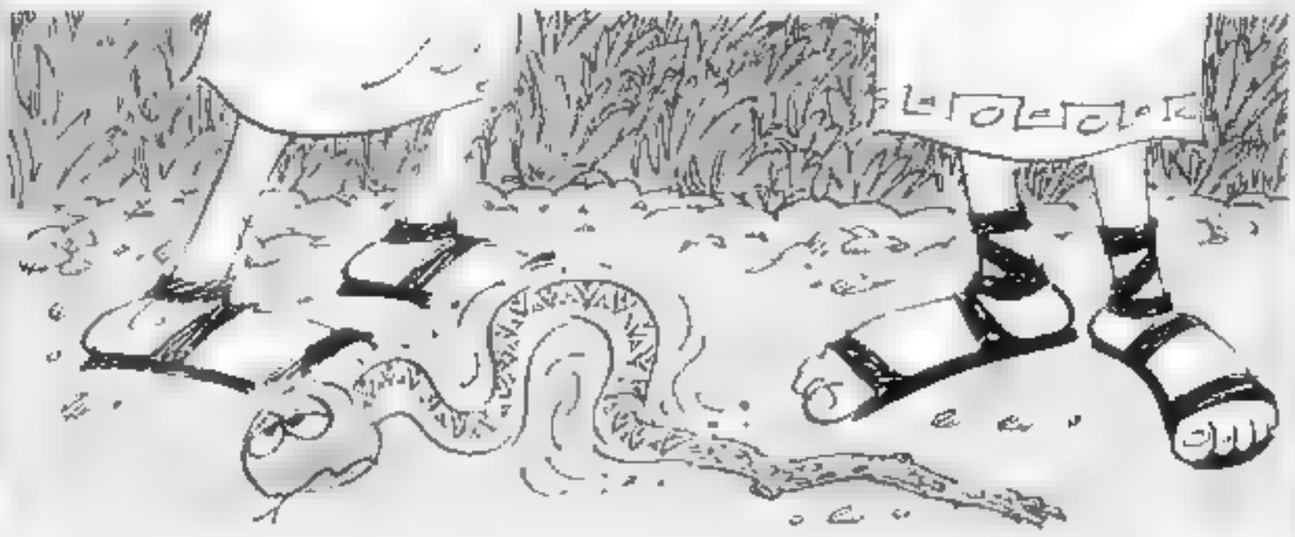
FOOTNOTES* TO CURRENT EVENTS



*"Hmmmmm! 'The length of the ark shall be 300 cubits, the breadth shall be 50 cubits and the height shall be 30 cubits.' Let's see . . . how many meters maketh a cubit?? Drat!! Why did they have to switch from the metric system to cubits?! Who understands cubits?"

*"Man, that Joshua bloweth a mean horn!"

*"I'm the most beautiful woman you ever met? Compared to whom?!"



*"Sorry, fellah! That 'turning a stick into a snake' is a pretty good trick . . . but I'm not booking any 'Magic Acts' right now!"

MARRIAGE

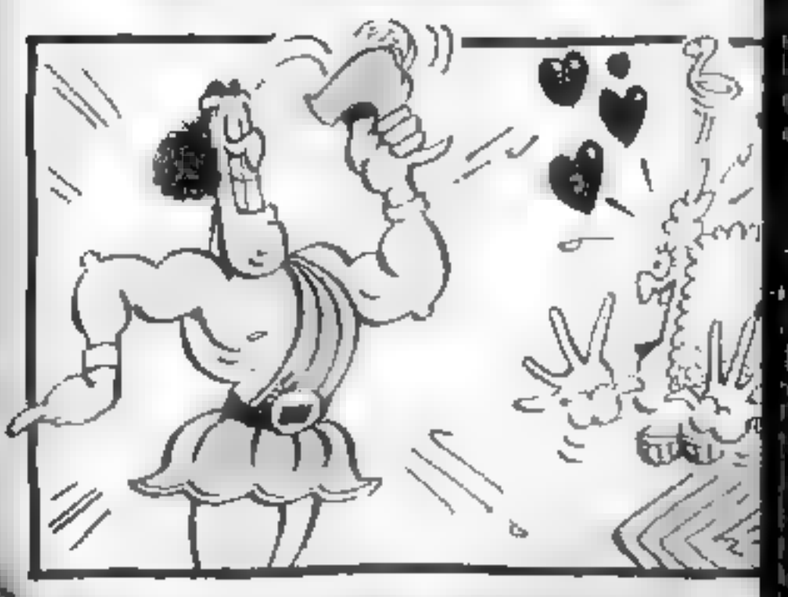
BERG'S-EYE VIEW DEPT.

THE LIG

SACRIFICE

DON MARTIN DEPT.

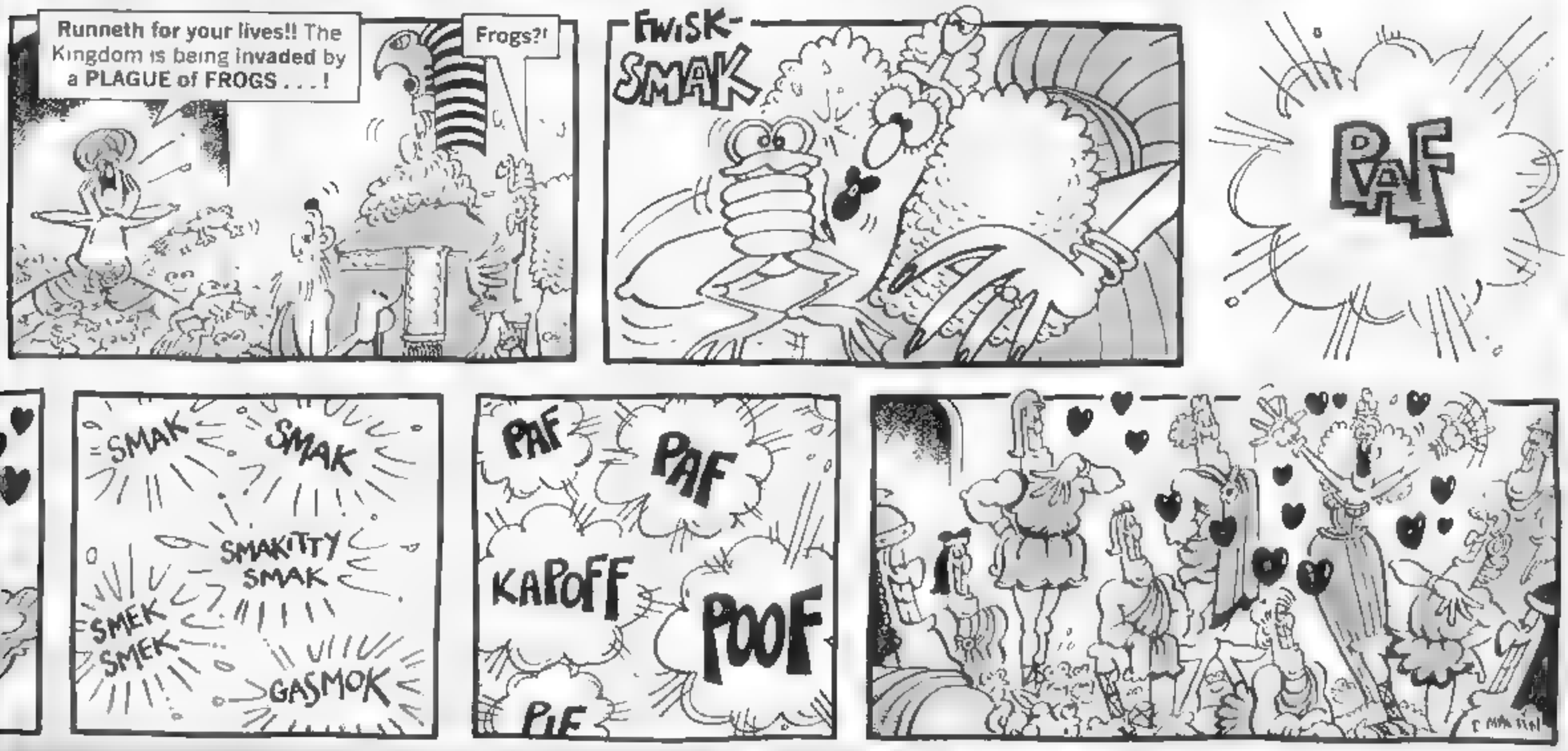
ONE THURSD



HTER SIDE

What's the matter with you! You looketh awful!!
I was told to sacrifice my son!
Not to worryeth! That was just to test your faith! Sacrificeth a lamb in place of your son!
NOW he telleth me!
Berg

AY AFTERNOON DURING THE PLAGUES



A MAD COLLECTION OF VERY THIN SCROLLS

THE COMPLETE JOSEPH GUIDE TO FRIENDLY ROADSIDE INNS

THE SCROLL OF BROTHERLY LOVE By Cain and Abel

A GUIDE TO FAMILY ENTERTAINMENT IN SODOM AND GOMORRAH

THE POPULAR DECISIONS OF PONTIUS PILATE

WHO'S WHO OF PHILISTINE INTELLECTUALS

THE COMPLETE FIGLEAF WARDROBE BOOK By Eve

AMUSING TUNES TO DO WHILE TRAPPED IN A WHALE'S STOMACH

THE WAY AND WAYS OF SCAM & CAJOLE

DON'T YE HATE.

DON'T YE HATE . . .

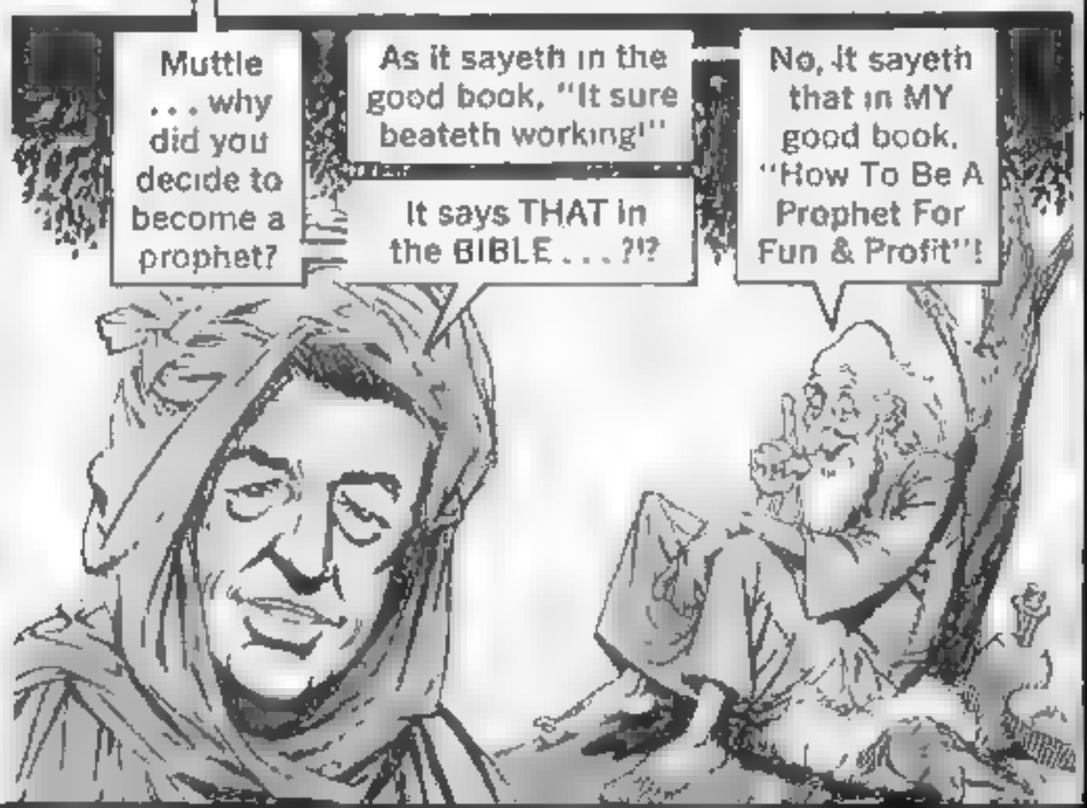
. . . having to stand next to a guy who hath spent three days and three nights inside the belly of a whale?

WHEN SOMEBO

WHEN SOMEBODY SAYETH

MAD

I'm Michael Malice here in the Holy land to conduct another ridiculous MAD interview! This is Muttle The Meshuganah, who's been selected as:


Muttle . . . why did you decide to become a prophet?
As it sayeth in the good book, "It sure beateth working!"
It says THAT in the BIBLE . . . ?!?
No, it sayeth that in MY good book, "How To Be A Prophet For Fun & Profit"!

..?

DON'T YE HATE . . .

. . . being the first born during the plague season?

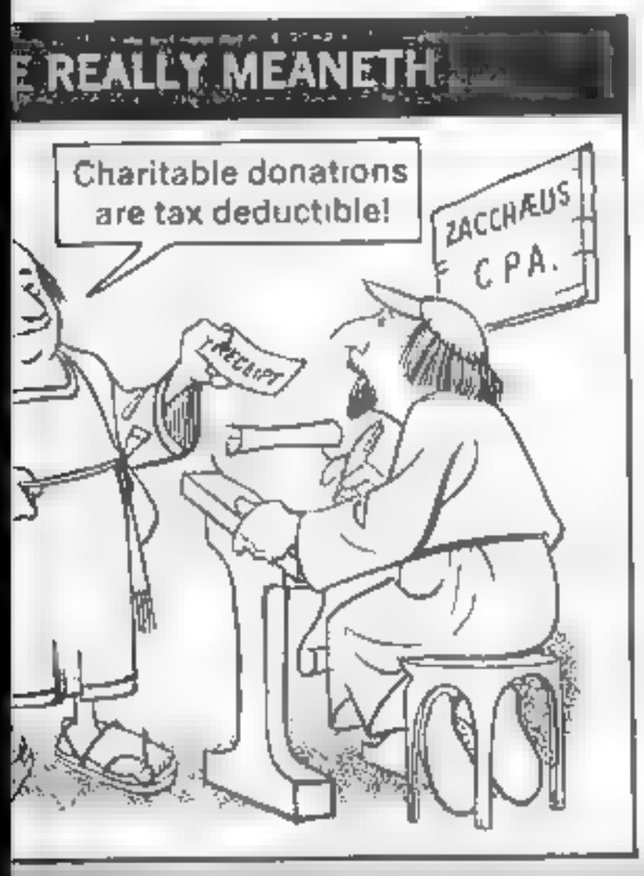
DON'T YE HATE . . .

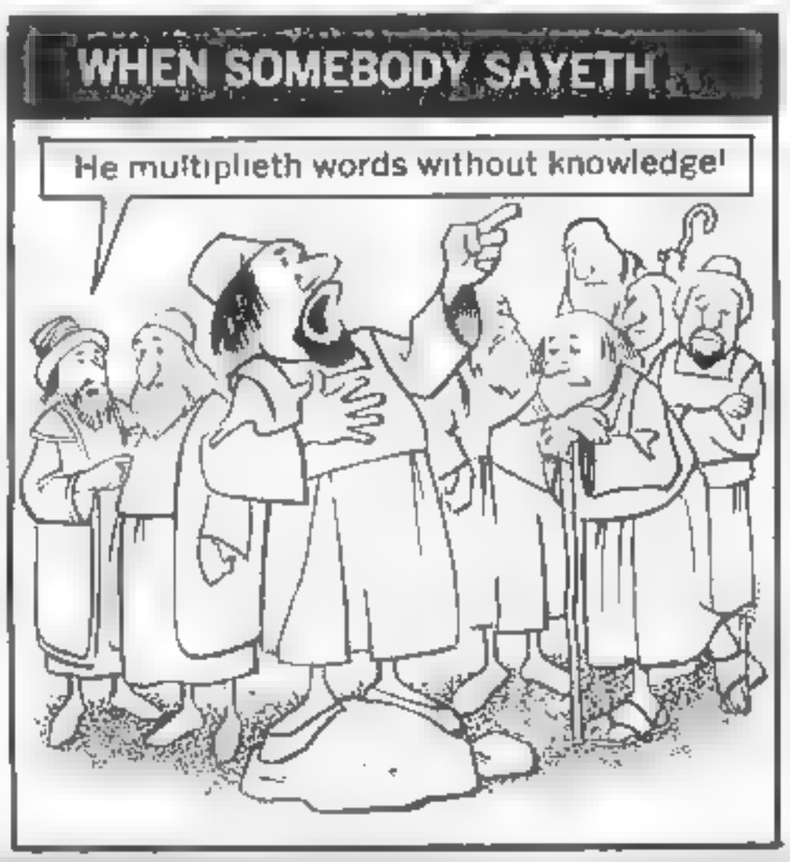
. . . having to get a gift for the girl who has everything?

DON'T YE HATE . . .

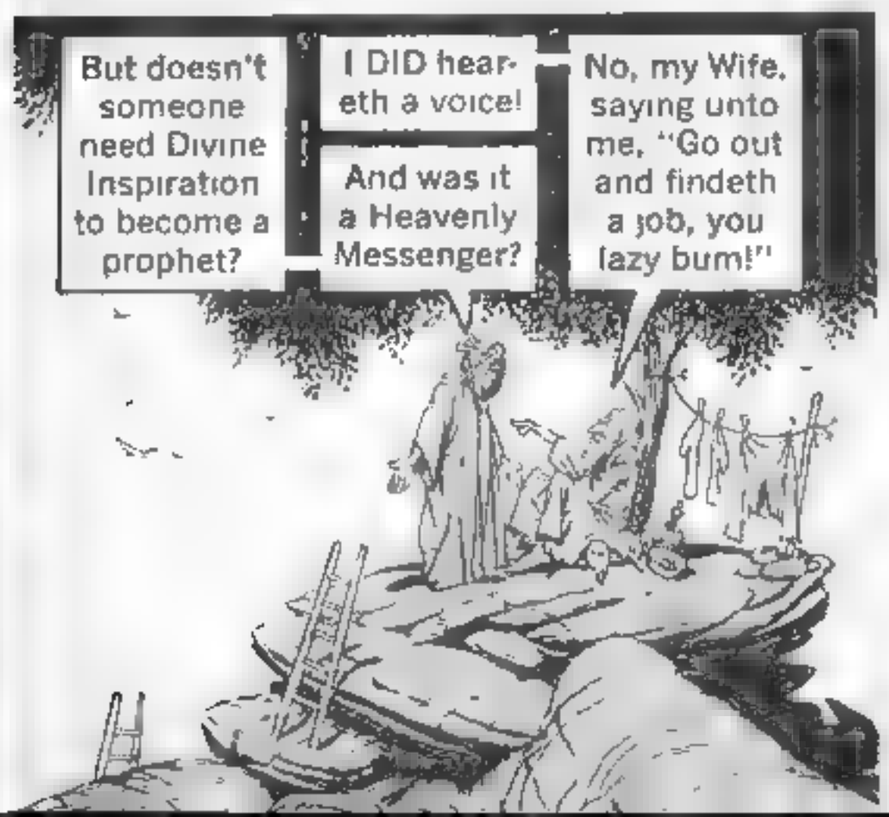
. . . being the latrine orderly in an ark carrying two of every living species?

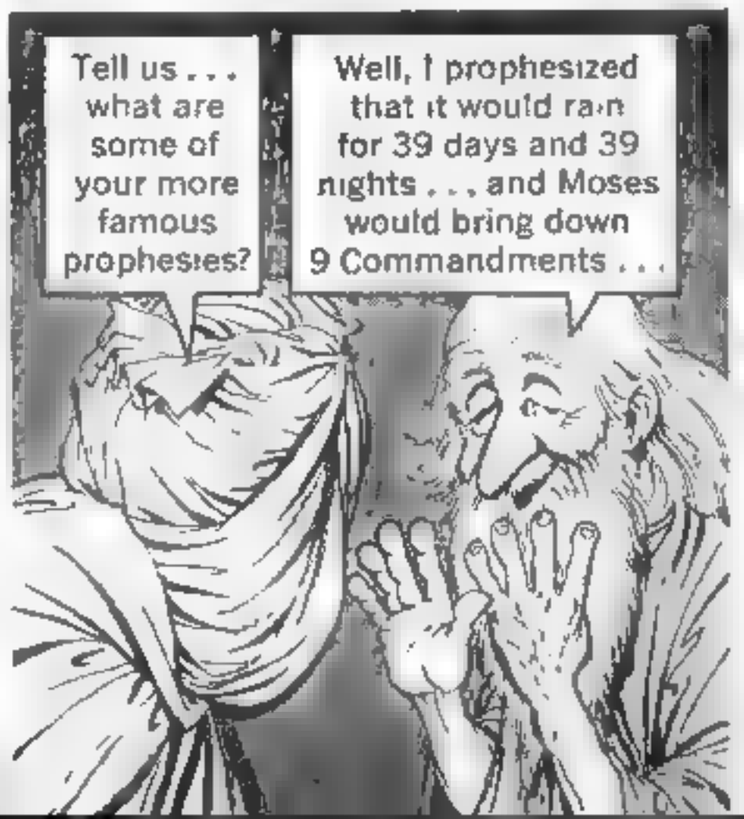
DY SAYETH, HE REALLY MEANETH . . .

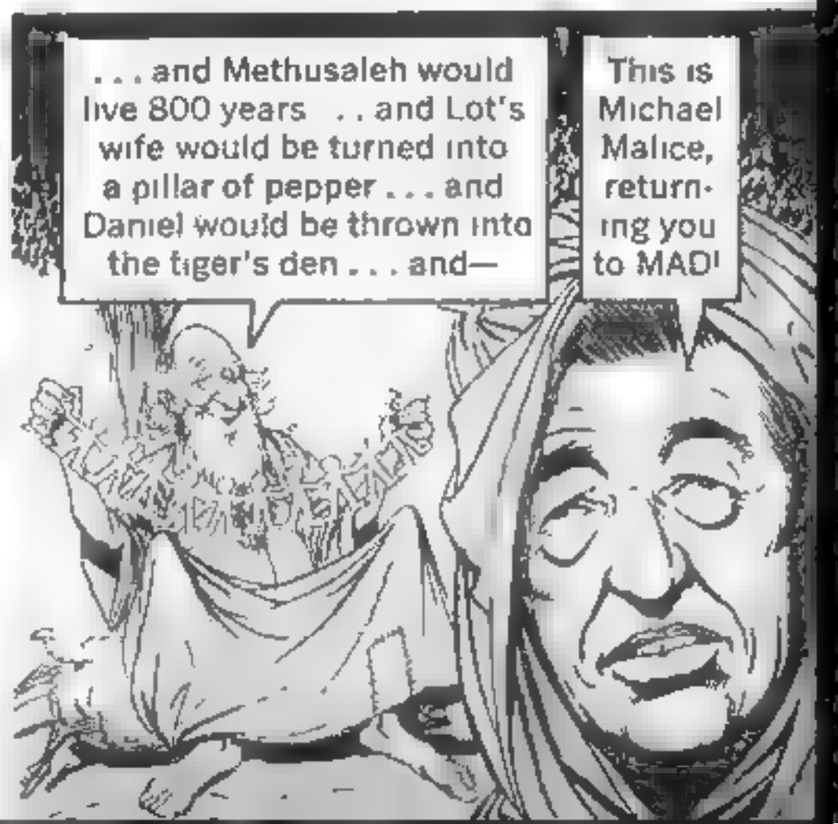




'S "PROPHET OF THE YEAR"


But doesn't someone need Divine Inspiration to become a prophet?
I DID hear-eth a voice!
And was it a Heavenly Messenger?
No, my Wife, saying unto me, "Go out and findeth a job, you lazy bum!"


Tell us . . . what are some of your more famous prophesies?
Well, I prophesized that it would rain for 39 days and 39 nights . . . and Moses would bring down 9 Commandments . . .


. . . and Methusaleh would live 800 years . . and Lot's wife would be turned into a pillar of pepper . . . and Daniel would be thrown into the tiger's den . . . and—
This is Michael Malice, returning you to MAD!

BLACK-AND-BLUE AND READ ALL OVER DEPT.

One of the greatest hazards to the career of a professional athlete is the ever-present chance of injury. Many a career has been cut short or interrupted by a

JOB-RELATED INJURIES

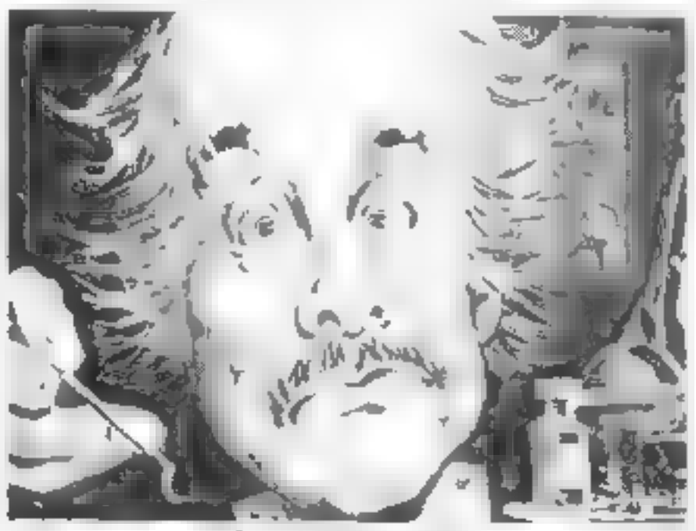
DENTIST OVERCOME BY PATIENT'S HALITOSIS

Self-Styled Garlic Lover Is Said To Be Responsible

PAOLI, Pa.(UPI)—Dr. David Hickham, family dentist in this Philadelphia suburb for more than ten years, will be sidelined three to four days after exposure to what he called "The worst breath I've ever smelled in my life."

The breath in question belonged to a new patient, and a self-admitted 'garlic freak,' Raoul Cribbs. Cribbs expressed little remorse after Dr. Hickham was rushed to a local hospital for treatment

"Dentists get paid a lot of money to take those kind of risks," said Cribbs "Nobody cries for me when I bang my thumb with a hammer I wish him luck but it's just part of the dental game."



Dr. Hickham

Raoul Cribbs

Doctors attending the stricken dentist say his injury would not have been so severe if the patient 'with the killer breath' had not attempted to give the dentist mouth to mouth resuscitation after he lost consciousness

Physicians say Dr. Hickham should be able to return to his practice within

WORKER LOSES WHISTLE

Faces Indefinite Leave, Extensive Rehabilitation

LOS ANGELES, Calif. (AP)—A construction worker here has suffered the normally rare disability known as 'Constructio Non Puckeramus,' or loss of the ability to whistle at attractive female pedestrians.

"Preliminary examination of the whistling muscles of Henry Floob indicate a dislocation of the upper tertiary mandilia and could mean he will not return to construction work for an extended period," an official hospital report said.

Floob has a history of injuries in the construction field, but this could be the most threatening to date. However, Floob himself remains optimistic

"It's true I can't whistle right now, but I'll be back" said the hospitalized 27 year old. "Besides, even if it (his wolf-whistle) doesn't come back, I have a good assortment of cat-calls, grunts and animal noises I can use. They should be more than enough to keep me competitive with rest of the guys."

At least one fellow worker, however, feels that Floob may be whistling in the dark

"Hank's been hurt before on the job, but never like this. To lose your whistle - man, that can mean the end of your career," said the unidentified co-worker.

Whistle therapists meanwhile continue to work with Henry Floob in an effort

HENRY FLOOB No More Whistling Dixie—Or at Trixie

YOUNG OHIO MOTHER OF TRIPLETS FALLS VICTIM TO DIAPER FUMES

COLUMBUS, Ohio (UPI)—Mrs. Reggie Drooks lost consciousness and had to be revived last night when she was overcome by diaper fumes after removing the lid of a diaper pail at her home. Her husband, Reggie Drooks Jr., talked to reporters about the incident.

"There were about five days' worth of dirty diapers in the pail when Becky (Mrs. Drooks) went to add another to the collection. We'd been talking just yesterday morning about the noxious fumes hazard, but apparently she'd forgotten about it"

Pediatricians and diaper service spokesmen queried about the mishap concurred that with three infants contributing up to ten dirty diapers per day, the potential for asphyxiation from a diaper pail is considerable. However, all of the experts agreed that Mrs. Drooks should not be out of homemaking action for long.

"She'll miss a few days of feedings and changings, but otherwise it's not a serious thing," said Leo Capriolo, owner of Leo's Diaper Service

Added pediatrician Bill Mayer, "It's simply not the kind of injury that a mother of triplets can easily avoid It's a fact of life for anybody choosing a career in mothering."

Expected back in action by the weekend, Mrs. Drooks is reportedly resting comfortably at Baker Memorial Hospital in a semi-private room with a king size air freshner

Reached by phone for comment, Mrs. Drooks said she was disappointed that

torn ligament, a separated shoulder, or a broken leg. And yet, what vocation is totally free of job-related injuries? You many not realize it, but there ARE...

N NON-ATHLETIC CAREERS

ARTIST· JACK RICKARD
WRITER: DENNIS SNEE

PAPERBOY SUSTAINS INJURY TO HIS THROWING ARM

Younger Brother Gets Nod to Fill in for His Sibling

WICHITA, Kansas (AP)—Eleven year old Kenny McCallum seemed to have everything going for him. He had a new ten speed bicycle, a growing paper route, and everything to look forward to. Until Tuesday.

What happened to Kenny McCallum was a textbook case of 'acute paperboy elbow,' an injury that one out of ten paper carriers suffer, and one that is almost always career-ending.

Kenny described how it happened this way:

"I was coming around the corner of Oliver and Thirteenth and I had to hit the Cummings' porch with the Tuesday morning edition," recalls the spunky eleven-year-old

"The Tuesday morning edition is probably the heaviest of the week, aside from Sunday, and Mr. Cummings had just planted these hedges in front of the porch, and they make that toss a tough one. You really need a strong, accurate throw."

Kenny's throw was accurate. And it was strong enough. But as he released the paper, he felt a 'snap' in his elbow, and he was forced to ride home, clutching his arm in pain

Sidelined Kenny McCallum

"Kenny's a tough paperboy," said his father, Willard McCallum. "He'll be back—even though not many would be after this kind of injury. In the meanwhile, his younger brother, Ross, has been groomed for exactly this kind of emergency. The paper route will stay in the family. And in good hands."

Other paperboys have made statements concerning the injury and other

STRIP TEASE DANCER IN ANCHORAGE KNOCKED OUT BY DOUBLE PNEUMONIA

Off the Dance Floor for 3 Months

ANCHORAGE, Alaska (AP)—Her real name is Mary Jean Watson, and her stage name is 'Cinnamon Toast.' But her professional name right now is "Very Worried."

That's because Cinnamon, or Mary Jean if you prefer, has come down with the number one disabler of people in her scantily-clad career field—double bronchial pneumonia.

"I don't know when I'll be back," Cinnamon wheezed from her hospital bed in Our Lady of the Frozen Extremities Hospital. "Some girls come back from the 'Big P,' (pneumonia) but many others don't. It's a little scary to think I could be washed up at 24."

LAST DANCE? Scene of Cinnamon's Final Performance

"I do have one consolation," continued the drawn-looking entertainer, "And that is that I know I've made a contribution to the exotic dance game. They told me at the bar I was working that if I don't come back, they're going to retire my tassles. That's some comfort as a professional knowing you've done good work."

For exotic dancers in this northern city the possibility of coming down with pneumonia is a fact of life, according to another prominent dancer. Louella Breeder, who dances under the name 'English Muffin,' says

"You gotta have the constitution of a bulldozer to stay healthy at these clubs. It's damp, drafty and cold. You gotta learn to take care of yourself."

But that, apparently, is easier said than done.

"I took every precaution," recalls Cinnamon. "Vitamin C. Good diet. Thermal G-strings. I did all you could do—I just wasn't lucky."

Doctors treating Cinnamon classified her condition as a rare strain of walking pneumonia known commonly as 'dancing pneumonia.' The recommended treatment in such cases usually calls for extended bed rest in conjunction with

FILIBUSTERING U.S. SENATOR SUFFERS TONGUE EXHAUSTION

WASHINGTON (UPI)—Senator Thomas Buckhorn (D., Cal.) was admitted to George Washington Medical Center this morning with symptoms of acute exhaustion of the tongue after a classic filibuster performance in which he spent eleven straight hours reading from the District of Columbia telephone directory.

"We've lost a great leader; a great soldier; the 'high llama of lip,'" is how one democrat cohort put it. "What hap-

"Legislators run the risk of tongue exhaustion on a daily basis," said Capitol Hill physician Lars Cruller. "During an

CLIP SERVICE DEPT. PART II

DON MARTIN'S RETURN OF THE JEDI

ZZZZ

K

TIK
TIK
TIK
TIK
TIK

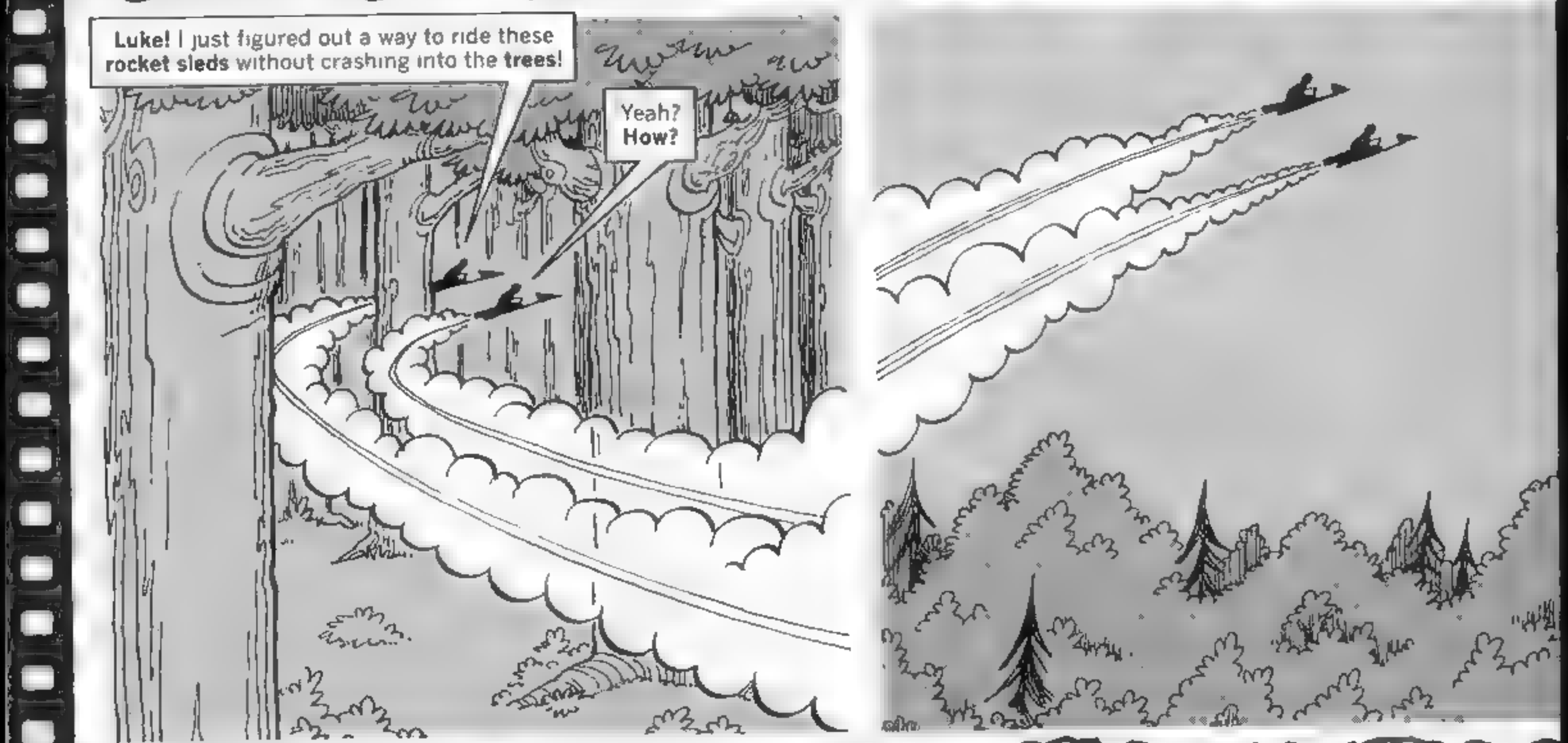
KATOONG

SPROING

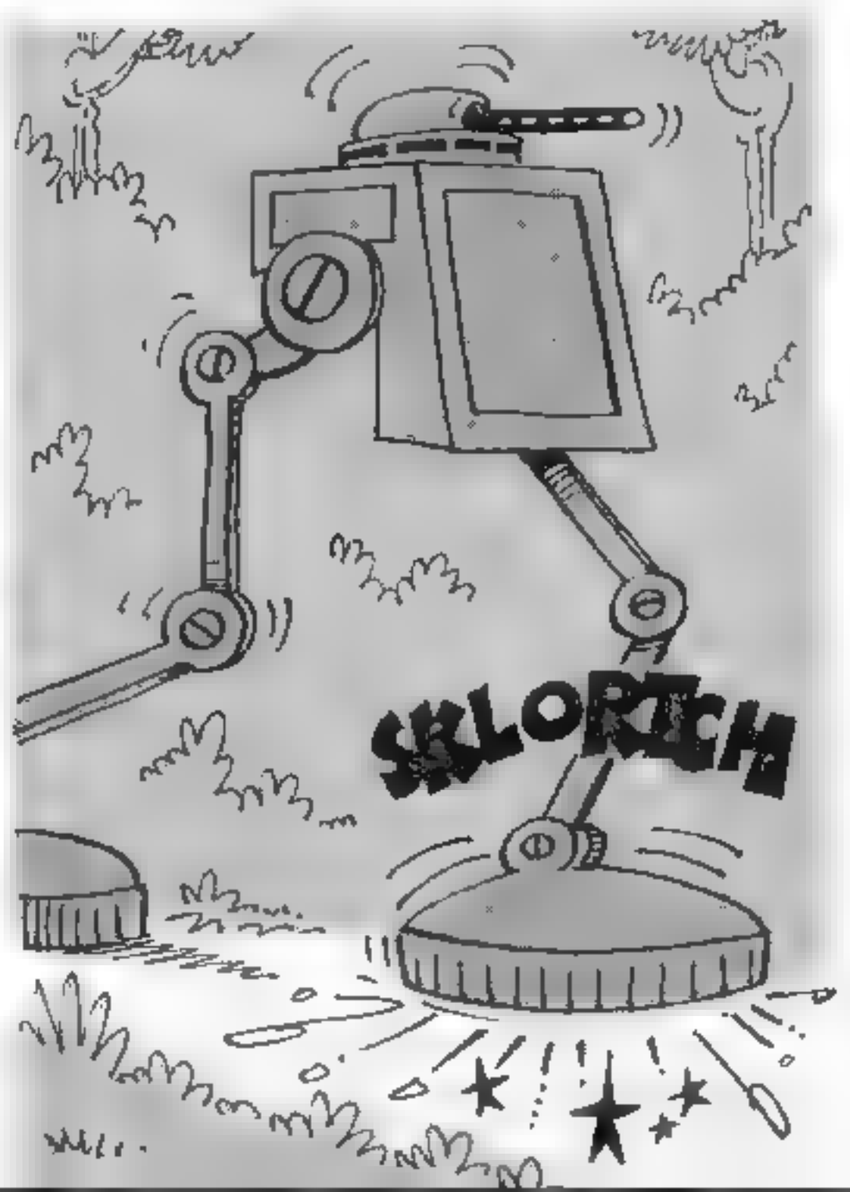
Oh, Han! These little Ewoks are so cute. and soft.. !

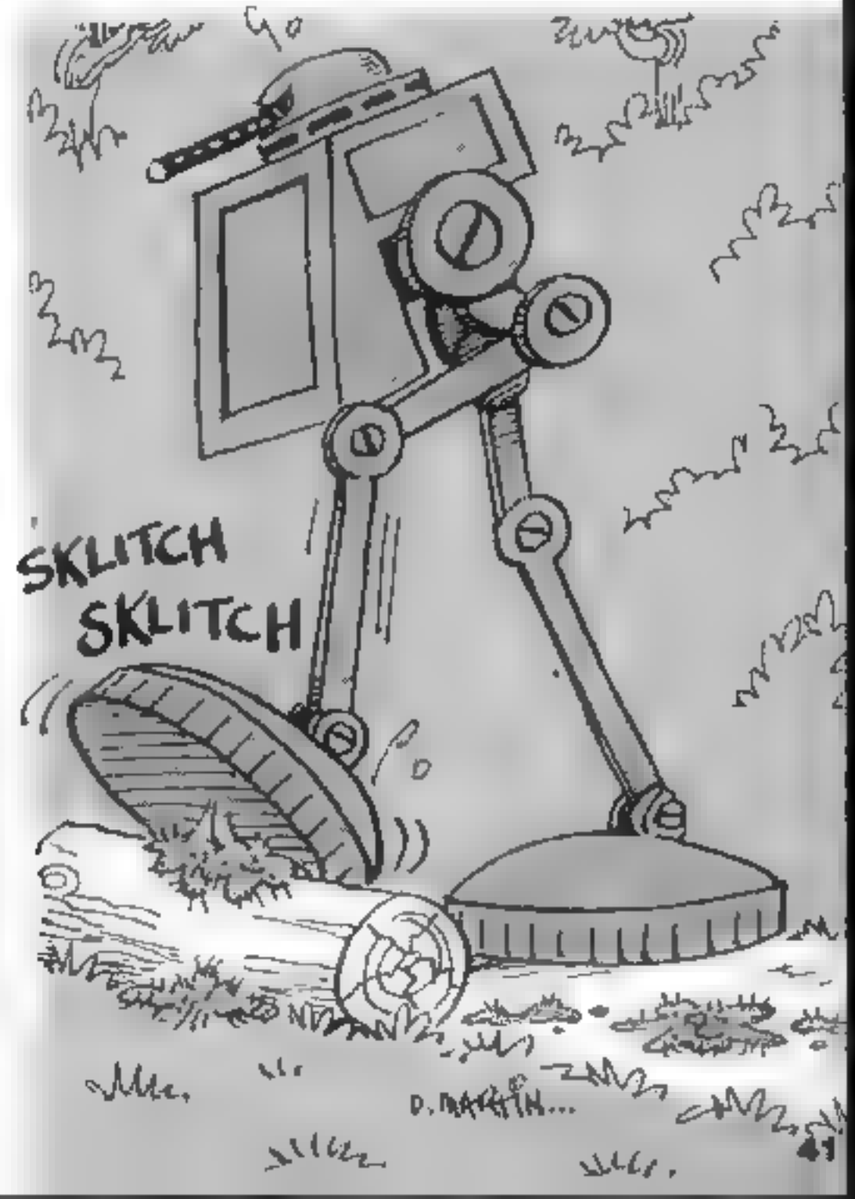
You're right!

OUT-TAKES


Luke! I just figured out a way to ride these rocket sleds without crashing into the trees!
Yeah? How?

TEEOO TEEOOO
TROMP
TROMP


SKLORCH


SKLITCH
SKLITCH
D. MARTIN...

Lord Vader... **Luke Skywalker** has just **given himself up!!**

Send him **to** me...

I know you're **my Father**... and I wanted to **show** you something!

DADDY DEAREST by LUKE SKYWALKER

VOOM VOOM

You've **got** to **remove** the mask Luke! We must **face each other** . . .as **Father**... and **Son**...!

All right, I'll **remove** it, Sir..

MMMP! ECK! AARGH!

GA-SHPLOIP

My **Son**! My Son!!

My **Father**! My **Father**!

D. MARTIN

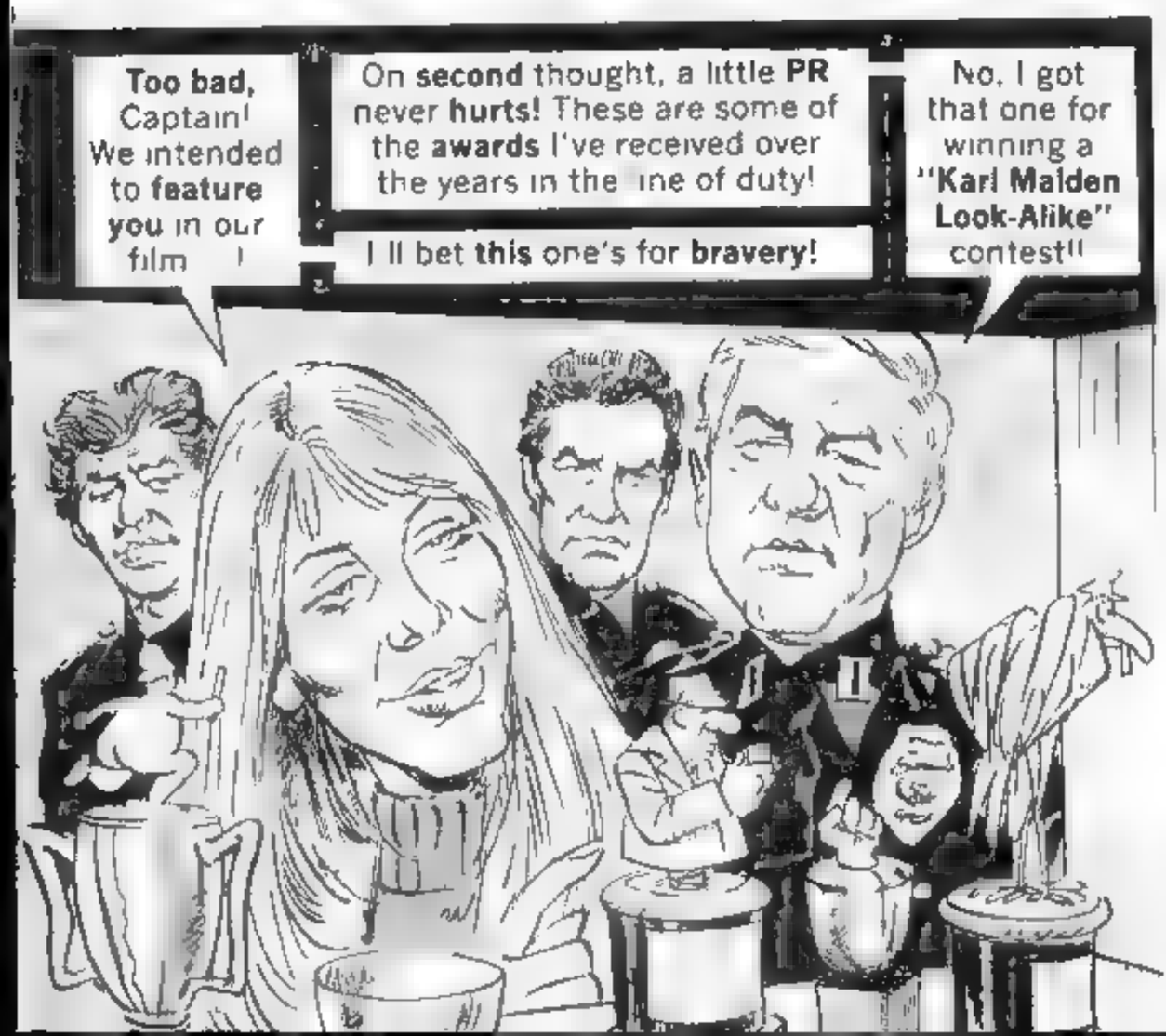
POLICE FARCE DEPT.

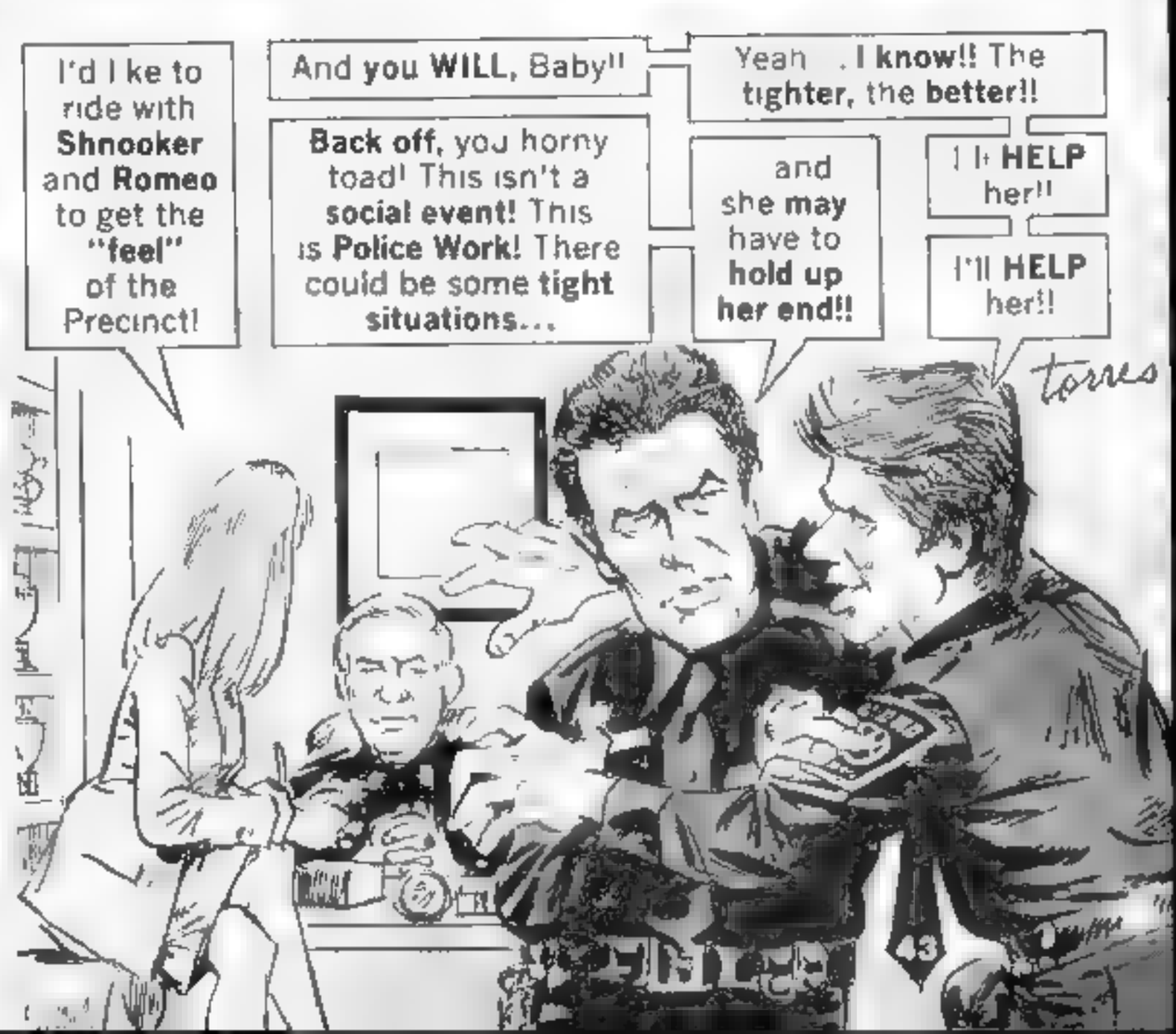
There's a Cop Show on TV that has humor, intelligent scripts, realistic characters and believable situations. But we already did a satire on "Hill Street Blues" (MAD #231). Unfortunately, the Cop Show we're satirizing now has none of these important ingredients. It's about a tough, dedicated Cop who took a big pay cut when he gave up his Detective's badge to get back into uniform. Which means that in addition to being tough and dedicated, our hero is also stupid! We're talking, of course, about

T.S. SHNOOKER

Shnooker I m taking you off the School Narcotics case!
But, Captain— look at all the arrests I've made so far!!
Some arrests!! You busted a bunch of kids for jay walking ta king in the halls and walking on the grass! We're after the guys who are SELLING the grass— not walking on it!!
Leave that damn computer alone, Romeo! It's not here so you can check out the statistics of your women !!
Uh yes, Sir!
Thanks, Daddy! Romeo's been hogging it so much that I haven't been able to play Ms. Pac Man on it all day!
Captain, I'm Kim Gorgeous from Station TREK-TV! We'd ike to shoot a documentary on the work of your Precinct!
Sorry, Ms Gorgeous, but we can't spare the time! Do you realize that there's a felony committed every 90 seconds?!
Are those the statistics for the whole country...??
No . that s just here in the Police Department!

ARTIST: ANGELO TORRES WRITER LOU SILVERSTONE


Too bad, Captain! We intended to feature you in our film !
On second thought, a little PR never hurts! These are some of the awards I've received over the years in the line of duty!
I ll bet this one's for bravery!
No, I got that one for winning a "Karl Malden Look-Alike" contest!!


I'd I ke to ride with Shnooker and Romeo to get the "feel" of the Precinct!
And you WILL, Baby!!
Yeah . I know!! The tighter, the better!!
Back off, you horny toad! This isn't a social event! This is Police Work! There could be some tight situations...
and she may have to hold up her end!!
I ll HELP her!!
I'll HELP her!!
torres

Captain don't I have **anything** to say about this? I mean having a **woman** around is **big trouble!** I'd rather pound a **beat**...

Speaking of **pound,** you're carrying a **few more** of them this week, **aren't** you, Shnooker? **Har-har!**

Sir t's my **gut instinct**—

Speaking of **gut,** yours is **big enough** to have **instinct** for **all** of us! **Har-har!**

But, **Sir!** I m in the m.dd.e of a **case** and—

Speaking of **middle,** have you looked in a **mirror** lately? **Har-har!**

I'm **serious,** Captain! It's **tough enough** out there with out dragging a **civilian** along!

Don't you worry about **me!** This is **child's play** compared to my **last** assignment! My **life** was in **constant danger!**

Were you in **El Salvador?**

No, I was in the **dressing room** of the **Los Angeles Raiders!**

Let's roll, Junior! We re going to stake out that **school!**

But, **Sarge!** The **Captain** said the school is a **definite no-no!**

He'll **forgive me** after I **bust** the scum that's sel ling that **poison garbage** to those High School kids!

You're **right!** It's **about time** somebody did something about the **food** in the **school cafeteria!**

KLINGON DIV.

[CAPTAIN]

Uh—excuse me Sgt. Shnooker but **doesn't** one usually go on a **stakeout** in an **UNMARKED car...??**

That's exactly what the **crooks expect**.. so I **fool them** by sitting here in **a black & white!**

But isn't a **Police car** kind of.. **conspicuous??**

Not on a **High School campus!**

TEACHERS DEMAND POLICE PROTECTION

HELP!

Gi'me your **lunch money,** you Turkey!

We **High School Principals** just **don't** get **no respect!**

Hey, Man! Wanna buy the **answers** to the **Regents Exams?**

Do you see anything **suspicious** going on, Romeo?

Nah! Just the **usual school activities!** Hey, isn't that your **Daughter**...talking to that **man?!?**

Yeah... and the **creep** is giving her **MONEY!**

Hey, Sarge! He's **only** buying **Girl Scout cookies** from her!!

YAAIE!

One word from **you**, Creep— and I'll **waste** you!

Speaking of **waist**, yours is **suffocating** me! **Har-har!**

Cathode, how many times have I **told** you never to talk to **strange men!?**

I **have** to talk to Mr. Charney, Daddy! He's my **Science Teacher!**

Boy... talk about your **over-protective Fathers!!**

Next time, Creep, you won't get off so **easy!**

By the way, how is Cathode doing in your class?

F...f...fine!

Okay, folks, **break it up!** Haven't you ever seen a **Parent-Teacher Conference** before...?!

I'm **not sure** which is **worse**— Police **brutality** or Police **stupidity!**

If I'm not allowed to **talk** to anyone, how will I sell my **cookies?!?**

Daddy will sell them **for** you! Why, **Romeo** will take a **dozen boxes**, right Junior?

TWO dozen, Sarge!!

See?! Now go **home** and **lock yourself in!!**

I've got a **gut feeling** that **something** is **going down!**

I've got a gut feeling that something is **coming up!**

Mainly, this **sandwich** I just bought! Hey, **no wonder!! Look!** There's a **plastic bag** inside!

That's IT!! They're **passing** the junk by putting it in the **SANDWICHES!!** Let's **get** 'em!!

Oh-oh!! They've **spotted** us! Call for a **back-up!**

I CAN'T!! The **radio's** not working! It keeps saying, **"Spock to Enterprise! Beam me aboard..."!!**

Hang on, gang... it's **about that time!**

Uh...what's this nut **talking** about, Romeo...??

Every week we gotta wreck at least **one patrol car!** It's in our **contract!!**

ACE SUPER MARKET

VROOOOOMM!

CRASH

Charmin

Okay, Crud! **Who's** your supplier?

Oscar Mayer! We only serve **pure meats** in **our** sandwiches!

I mean who's supplying you with the **drugs!?**

I can't tell you! He'll **kill** me!

You got a **choice!** If **you** don't spill your guts, **I will!**

Book those Creeps, Romeo...! **Then,** I want to ask them some **more questions!**

I can't, Sarge!

Don't you watch **TV?!** First, you take their **names** and **addresses**— then you **finger-print** them and—

I can't. .because they're **out on BAIL!**

Boy, I've heard of **"REVOLVING DOOR JUSTICE"** ...but **this** is **RIDICULOUS!**

HEAVENWORTH STATE PRISON

As soon as those sleasy characters hit the **street,** it'll be **business as usual!** I wonder how they'll push the stuff **this** time...?

You think about it, Sarge! **I'm** on my **ice cream break!**

Boy, this flavor-of-the-week is **terrific! Plastic Swirl!**

PLASTIC SWIRL?!? You **boob! Now** they're passing the stuff in **ice cream cones!**

Hey, that's the **same bag** that was in my **sand-wich!** Look... there are my **teeth marks!**

Junior...this means **two things!** One, the stuff we're turning in to the **Police Property Room** is being **sold** on the **streets!** And two... we've got a **very unhygienic pusher** on our hands!

Schnooker... isn't your **old partner, Lt. McAverice** in charge of the Police Property Room!

Year, but **Mac** would never do anything **dirty!** Man, he's too happy with his **40-foot yacht,** his **summer place, his Caddy,** his **condo** and his season tickets to the **Dodger games!**

On a **COP'S SALARY?!** And **you BELIEVED him?!** Your **head** may be **fatter** than your **belly!!**

GO TRIBLE PLAY

Hey, **look,** Sarge...! **Mac's** got **Ms. Gorgeous!!**

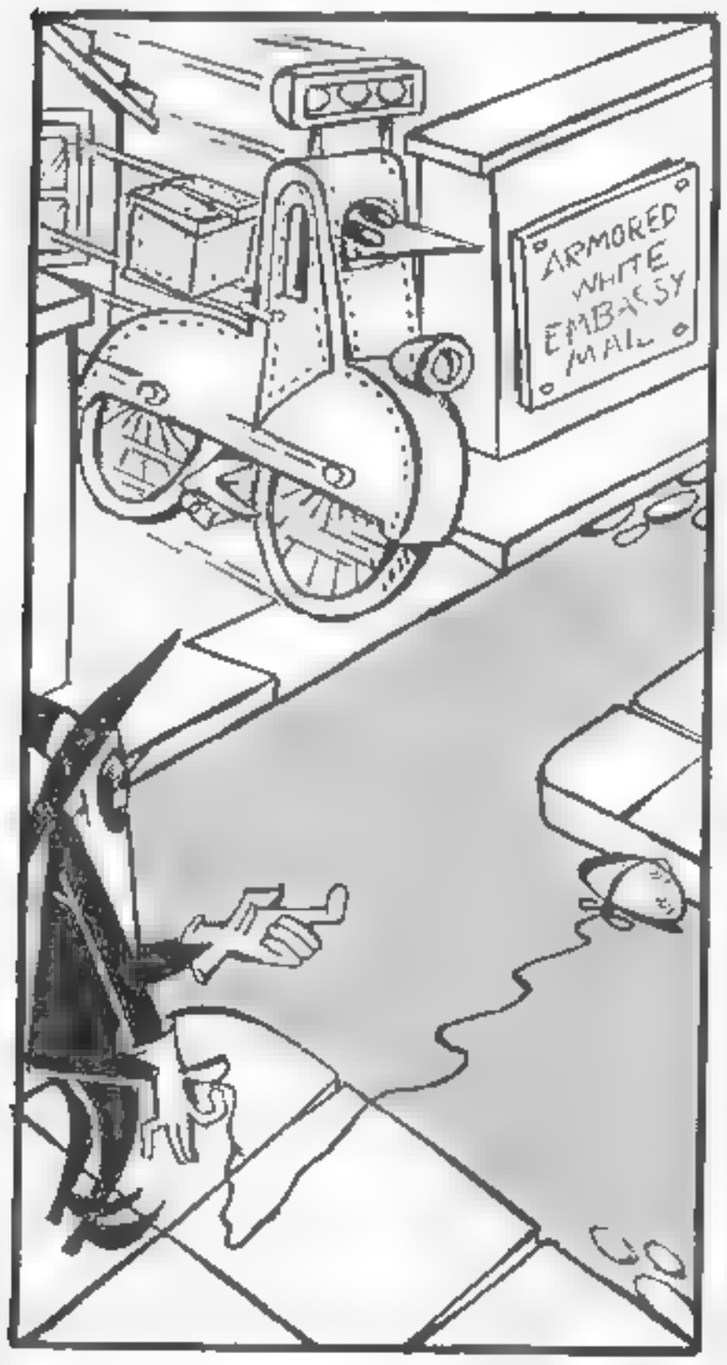
It's all over, Mac! Let the girl **go!!**

Out of my **way,** Shnooker or I'll **kill** her!

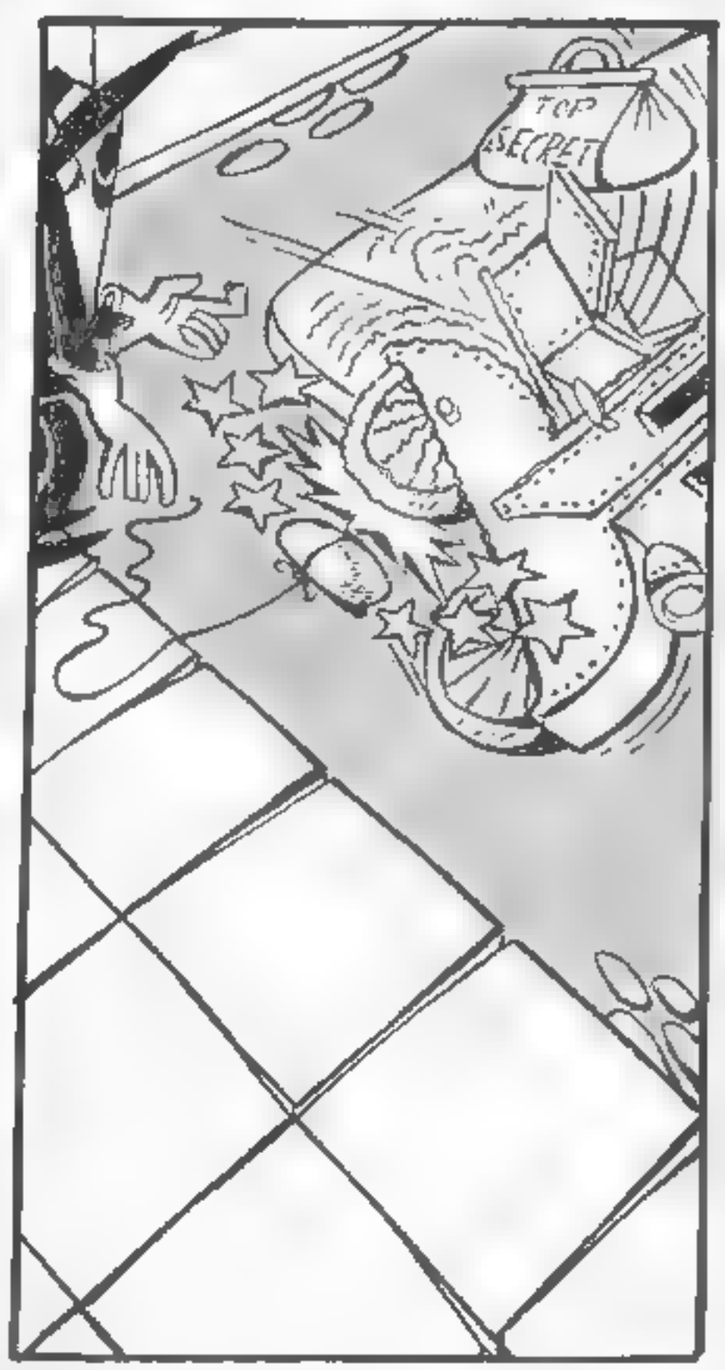
You'll have to **kill ME first!!**

F'r cryin' out loud, Sarge! The next time you give that "You'll have to kill me first!" speech, please make sure I'm not standing next to you!!
BAM!
BLAM
Gasp...cough... Sorry, Shnooker! I was a good cop once! I—I don't know why I did it!
I know why...! A 40-foot yacht, a summer place, a Cadillac, a condominium...
I hope you learned something from this, Junior!
I sure did, Shnooker! First thing tomorrow, I'm putting in for a transfer to a one-man patrol car!!
CITY MORGUE
This is Kimberly Gorgeous with my special on-the-job segment of the 11 O'clock News! First, I'd like to thank Sgt. Shnooker for saving my life! But, because I'm a great reporter, I must set aside personal feelings...and report objectively!
Today, while accompanying this overweight policeman around, I witnessed him disobey a direct order from his Captain, assault a school teacher, wreck a patrol car, use excessive force on a suspect, contribute to the death of his ex-partner, and sell cookies without a license!!
OFF DUTY
Boy, that ingrate did a hatchet job on me!!
What are you complaining about?! I was IN on all that stuff, and she never even mentioned my name!!
Goes to show you, Junior! You just can't trust a dame! Let that be a lesson to you!
Sarge, I'm not interested in trusting them! It's everything else! Well, I gotta be going! I've got a date with her tonight!!
Good luck, kid! Enjoy...! And I hope you do the same thing to her that she did to me!!
Y'know, we've been watching the way you treat that young partner of yours! It's very touching! Like, you're a father to him or somethin'!
That's to show that despite my tough exterior, I have a soft and tender side!
Yeah...! It hangs over your belt!! Har-har!

SPY VS SPY


ARMORED
WHITE
EMBASSY
MAIL

MAIL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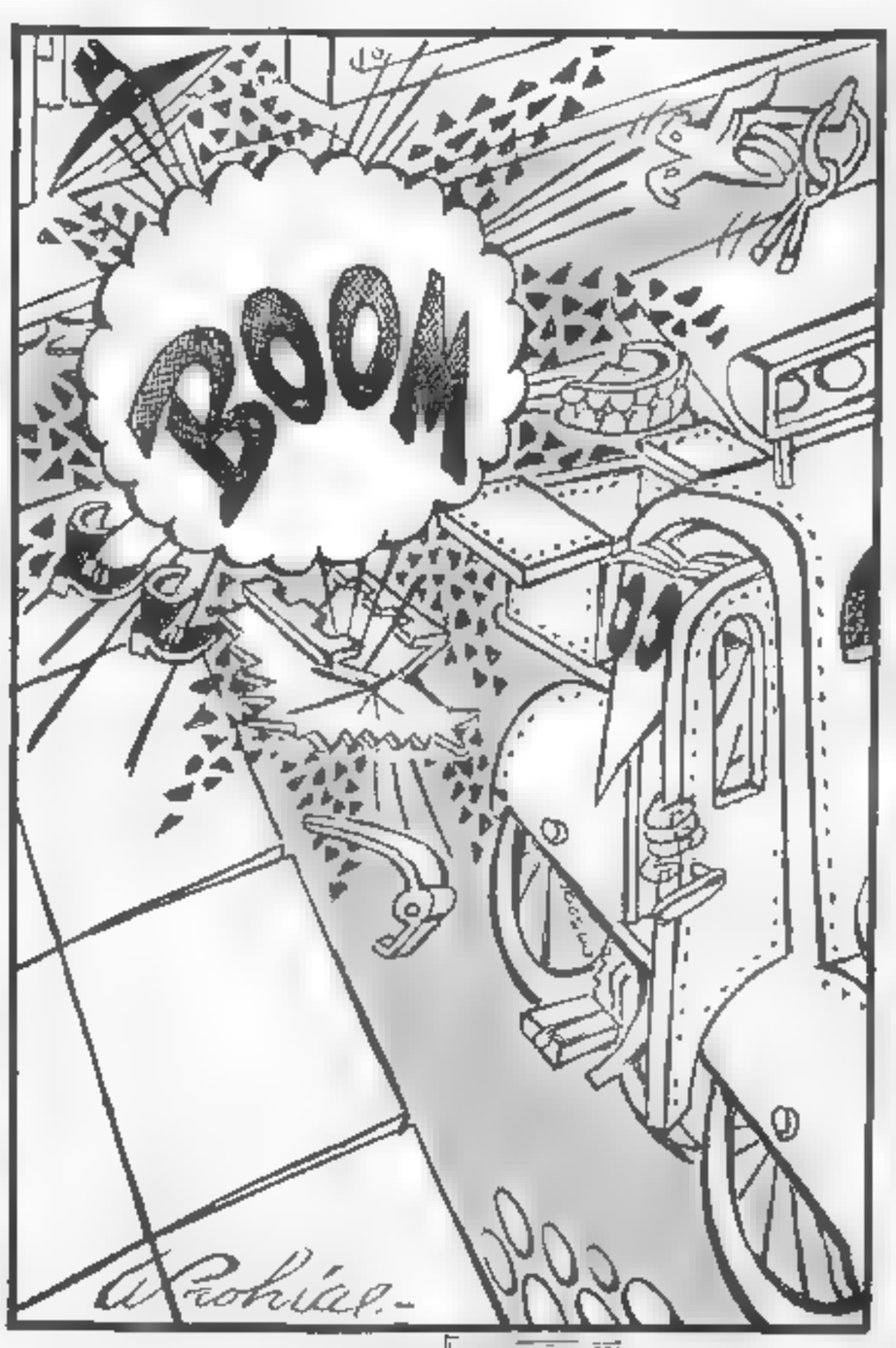
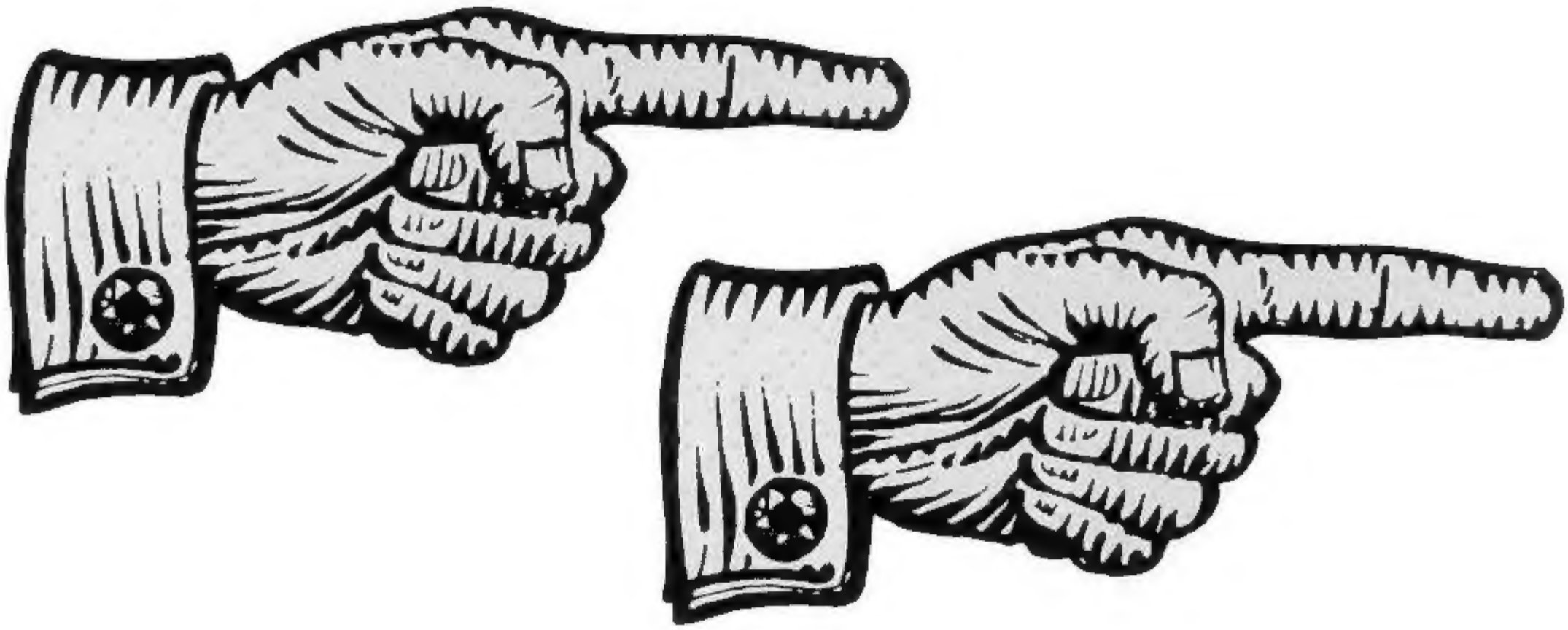
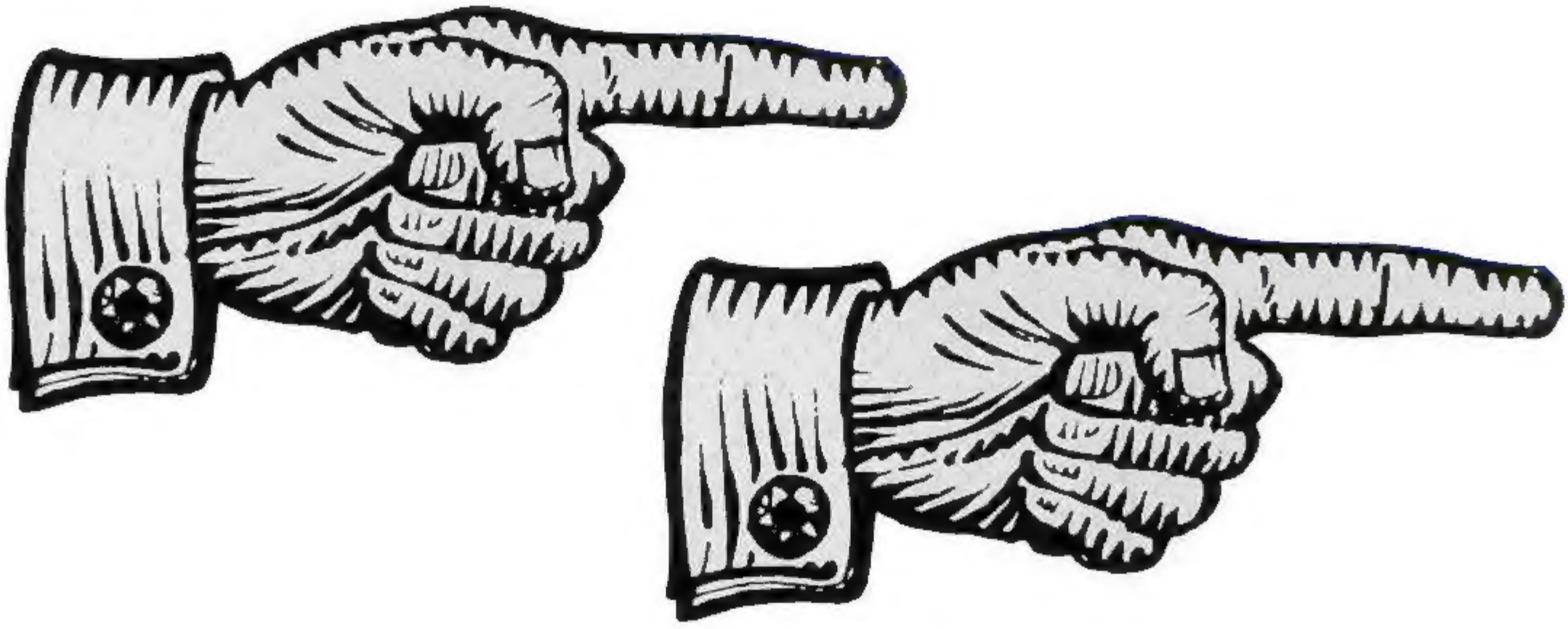

BOOM



Nothing to see here!

Please skip ahead.



WHAT GREAT SPORTING EVENT COULD BRING FAMILIES TOGETHER AGAIN?

HERE WE GO WITH ANOTHER RIDICULOUS

MAD FOLD-IN

The enthusiastic devotion to a specific popular sport can—and sometimes does—result in keeping family members apart. But there is one special sporting event that could bring them together again! To find out what that is, fold in the page.

FOLD PAGE OVER LIKE THIS!

A) FOLD THIS SECTION OVER LEFT

B) FOLD BACK SO "A" MEETS "B"

ARTIST & WRITER:
AL JAFFEE

AN IDEAL FAMILY INDULGES IN SPORTS TOGETHER. NO OTHER FORM OF ACTIVITY EVOKES MORE PLEASURE. EVEN THE HOT-BLOODED COMPETITION IS ENJOYABLE. WHEN MEMBERS ALL STRIVE TOGETHER, IT CREATES THE HARMONY THEY ALL LIKE!

A) B)

WHAT GREAT SPORTING EVENT COULD BRING FAMILIES TOGETHER AGAIN?

FOLD PAGE OVER LIKE THIS!

A) B FOLD BACK SO "A" MEETS "B"

ARTIST & WRITER:
AL JAFFEE

ANOTHER FOOT-BALL STRIKE!

A B

ONE DAY ON THE SIXTH FLOOR

WRITER: DON EDWING